



N E V A D A

AGENDA  
Regular Meeting  
Convention and Tourism Authority  
Monday, December 9, 2024 • 6:00 PM

Members

- Albert Torres - Chair
- Felicity Zoberski - Board Member
- Stan Lau - Board Member
- Joe Mendoza - Board Member
- Ryan Hanan - Board Member

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

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**Zoom information:**

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

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

**Public Comment:** Those wishing to address the FCTA Board may submit public comment through the [online public comment form](#), or by sending an email to [cityclerk@cityoffernley.org](mailto:cityclerk@cityoffernley.org). Comments received prior to 4:00 pm the day of the meeting will be provided to 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](http://www.cityoffernley.org) Pursuant to NRS 241.020(6), supporting material is made available to the general public at the same time it is provided to the 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. FY 2024-25 BUDGET/EXPENDITURES REPORT 11.30.2024**

- 3.1. FY24-25 Budget / Expenditures Report 11.30.24**

**4. (POSSIBLE ACTION) REVIEW AND DISCUSSION ON FCTA GRANT APPLICATION REQUESTS SUBMITTED FOR FY 24/2025 ROUND TWO JANUARY-JUNE GRANT CYCLE**

- 4.1. Boys and Girls Club of Truckee Meadows - Passport to Party**
- 4.2. Fernley Youth Softball Tournaments- Memorial Day Classic**
- 4.3. Fernley Aces Art and Culture Event Squad - Music, Murals, and Margaritas and Board Project**
- 4.4. Fernley Jr. High and High School Rodeo Club - Fernley Jr. High and High School Rodeo**
- 4.5. Fernley 4th of July - Fernley 4th of July**
- 4.6. Nevada Veterans Coalition - Memorial Day**
- 4.7. Silverland Middle School Color Guard- Fernley Con, Fernley Spring Craft Fair, and Fernley Summer Celebration**

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

**6. PUBLIC FORUM**

**7. ADJOURNMENT**

**Next Meeting: June 9, 2025 @ 6 pm**

**MINUTES OF THE  
FERNLEY CONVENTION AND TOURISM AUTHORITY MEETING  
JUNE 17, 2024**

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

**1. INTRODUCTORY ITEMS**

**1.1. Pledge of Allegiance**

**1.2. Roll Call**

**Present:** Chairman Albert Torres, Board Member Felicity Zoberksi, Board Member Ryan Hanan, City Manager Ben Marchant, City Clerk Kim Swanson, Administrative Specialist I Sandy Harris. **Absent:** Board Member Stan Lau, Board Member Fran McKay

**1.3. Public Forum**

None at this time

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

**Motion:** I MOVE TO APPROVE THE AGENDA. **Action:** Approved. **Moved by:** Board Member Felicity Zoberksi, **Seconded by:** Board Member Ryan Hanan. **Vote:** Passed, **Summary:** Yes 3. **Yes:** Board Member Zoberksi, Chair Torres, Board Member Hanan.

**1.5. (Possible Action) Approval of Minutes**

**Motion:** I MOVE TO APPROVE THE MINUTES. **Action:** Approved. **Moved by:** Board Member Felicity Zoberksi, **Seconded by:** Board Member Ryan Hanan. **Vote:** Passed. **Summary:** Yes 3. **Yes:** Chair Torres, Board Member Zoberksi, Board Member Hanan.

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

Ben Marchant, City Manager, stated that he did not have anything to report but the financial report. There were 2 withdrawals due to the inability to hold their events this year. They were Main Street Fernley Main Street Winter Tree Wonderland and OTMX NV International OTMX.

**3. FY2023-24 BUDGET/EXPENDITURES REPORT**

**3.1. FY23-2024 Budget Expenditures Report**

Chairman Torres stated that Item 3.1 was covered under Item 2.

**4. POSSIBLE ACTION, REVIEW, AND DISCUSSION ON FCTA GRANT APPLICATION REQUESTS SUBMITTED FOR FY2024/2025 ROUND ONE, JULY-DECEMBER GRANT CYCLE.**

**4.1. Grant Application Submissions**

1. NV Veterans Coalition Wreaths Across America
2. Fernley BMX
3. Fern 45 Patriot Poker Run
4. Fernley Junior Rodeo
5. 4th of July Committee 4th of July
6. AYSO Area 2E Area Games
7. Fernley Community Foundation Fernstock 2024
8. Fernley Chamber Celebrating Fernley
9. Main St Fernley Main Street Winter Tree Wonderland

**10. Sacred Visions Pow Wow Committee 13th Annual Sacred Visions Pow Wow**

**11. OTMX NV International OTMX Race**

**12. Grand Slam Tournament Fernley Softball League**

Nancy Rifkin presented for the NV Veterans Coalition - Wreaths Across America.

Christopher Boffman presented for Fernley BMX State Qualifier - Fernley BMX.

Rachelle Delara and Natalie Samuels presented for Fern 45 - Patriot Poker Run

Donta Ceresola and Dario Ceresola presented for Fernley Junior Rodeo

Robert Perea, Jay Rodriguez and Becky Howlett presented for 4th of July Committee

Chairman Torres stated that the rules state that if someone is not here to present, the Board may or may not make a decision on funding. However, the presenter for the American Youth Soccer Association has a very serious family emergency. He suggested that the Board approve a monetary donation.

Oscar Aguilar and Cody Wagner (Zoom) presented for Fernley Community Foundation - Fernstock Concert 2024

Shannon Ceresola presented for Fernley Chamber of Commerce - Chamber Celebrating Fernley

Brian Wadsworth presented for Sacred Visions Pow Wow Committee - 13th Annual Sacred Visions Pow Wow

Gabe Leija presented for Fernley Softball Little League - Grand Slam Tournament

Vice-Chair Zoberski stated that per NRS 281A.420 she disclosed that she has a daughter that plays on the Fernley Softball team as well as two other daughters that participate in the league and this will not sway her decision either way, and she will vote.

Chairman Torres called for a break - 7:06 pm - 7:23 pm.

Chairman Torres announced the amounts awarded:

NV Veterans Coalition - \$8,666.67

Fernley BMX State Qualifier - \$5,000.00

Fern 45 - \$8,833.33

Fernley Junior Rodeo Association - \$9,666.67

Fernley 4th of July - \$9333.33

American Youth Soccer Association - \$3,750.00

Fernley Community Foundation - \$4,583.33

Fernley Chamber of Commerce - \$3,166.67

Sacred Visions Pow Wow Committee - \$6,066.67

Fernley Softball Little League - \$13,933.33

**Motion:** I MAKE A MOTION TO APPROVE AS PRESENTED. **Action:** Approved. **Moved by:** Board Member Ryan Hanan. **Seconded by:** Board Member Felicity Zoberski. **Vote:** Passed. **Summary:** Yes 3. **Yes:** Chair Torres, Board Member Hanan, Board Member Zoberski. **Absent:** Board Member McKay, Board Member Lau

**5. ITEMS REQUESTED BY BOARD MEMBERS**

None

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

None

**7. PUBLIC FORUM**

None

The next meeting will be December 9, 2024, at 6:00 pm.

**8. ADJOURNMENT**

There being no further business to come before it, the Fernley Convention and Tourism Authority meeting adjourned at 7:27 pm.

Approved by the Fernley Convention and Tourism Authority on December 9, 2024, by a vote of:

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

\_\_\_\_\_  
Chairman Albert Torres

\_\_\_\_\_  
ATTEST:

CITY OF FERNLEY  
 BALANCE SHEET  
 NOVEMBER 30, 2024

TRANSIENT LODGING TAX

<u>ASSETS</u>			
225-101000	CASH-COMBINED FUND	3,390,134.30	
225-104000	INTEREST RECEIVABLE	13,719.72	
		<hr/>	
	TOTAL ASSETS		<u>3,403,854.02</u>
<u>LIABILITIES AND EQUITY</u>			
<u>LIABILITIES</u>			
225-227010	TLT PAYABLE TO COUNTY	( 194,286.57)	
225-227015	TLT PAYABLE TO STATE	2,223.39	
		<hr/>	
	TOTAL LIABILITIES		( 192,063.18)
<u>FUND EQUITY</u>			
225-253000	FUND BALANCE - UNASSIGNED	1,342,423.21	
225-253100	FUND BALANCE - COMMITTED	2,013,634.00	
	UNAPPROPRIATED FUND BALANCE: REVENUE OVER EXPENDITURES - YTD	239,859.99	
		<hr/>	
	BALANCE - CURRENT DATE	239,859.99	
		<hr/>	
	TOTAL FUND EQUITY		<u>3,595,917.20</u>
	TOTAL LIABILITIES AND EQUITY		<u>3,403,854.02</u>

CITY OF FERNLEY  
 REVENUES WITH COMPARISON TO BUDGET  
 FOR THE 5 MONTHS ENDING NOVEMBER 30, 2024

TRANSIENT LODGING TAX

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	DIFFERENCE	PCNT
<u>SOURCE 310</u>					
225-310-300 TRANSIENT LODGING TAX	50,314.02	204,035.92	650,000.00	445,964.08	31.4
225-310-900 MISCELLANEOUS REVENUE	200.00	800.00	5,000.00	4,200.00	16.0
TOTAL SOURCE 310	50,514.02	204,835.92	655,000.00	450,164.08	31.3
<u>SOURCE 360</u>					
225-360-100 INTEREST EARNINGS	.00	73,192.26	1,000.00	( 72,192.26)	7319.2
TOTAL SOURCE 360	.00	73,192.26	1,000.00	( 72,192.26)	7319.2
TOTAL FUND REVENUE	50,514.02	278,028.18	656,000.00	377,971.82	42.4

CITY OF FERNLEY  
EXPENDITURES WITH COMPARISON TO BUDGET  
FOR THE 5 MONTHS ENDING NOVEMBER 30, 2024

TRANSIENT LODGING TAX

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNEXPENDED	PCNT
225-575-320 PROF SERV-ENGINEERING	.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 AND POSTAGE	.00	28.19	1,000.00	971.81	2.8
225-575-650 COMMUNITY SUPPORT	.00	37,000.00	140,000.00	103,000.00	26.4
225-575-730 IMPROVE OTHER THAN BUILDINGS	.00	.00	3,100,000.00	3,100,000.00	.0
<b>TOTAL DEPARTMENT 575</b>	<b>.00</b>	<b>38,168.19</b>	<b>3,252,000.00</b>	<b>3,213,831.81</b>	<b>1.2</b>
<b>TOTAL FUND EXPENDITURES</b>	<b>.00</b>	<b>38,168.19</b>	<b>3,252,000.00</b>	<b>3,213,831.81</b>	<b>1.2</b>
<b>NET REVENUE OVER EXPENDITURES</b>	<b>50,514.02</b>	<b>239,859.99</b>	<b>( 2,596,000.00)</b>	<b>( 2,835,859.99)</b>	<b>9.2</b>

## April Homme

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**From:** noreply@civicplus.com  
**Sent:** Wednesday, November 27, 2024 2:28 PM  
**To:** April Homme  
**Subject:** Online Form Submittal: Fiscal Year 2024/25 FCTA Grant or Matching Grant Funds Application (January 01,2025 to June 30,2025)

### Fiscal Year 2024/25 FCTA Grant or Matching Grant Funds Application (January 01,2025 to June 30,2025)

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Date	11/27/2024
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#### Applicant Information

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Applicant First Name	Colie
Applicant Last Name	Glenn
Applicant Email	cglenn@bgctm.org
Applicant Phone Number	775-360-2444
Applicant Address	2680 East 9th Street
City	Reno
State	NV
Zip	89512

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(Section Break)

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Coordinator First & Last Name	Oscar Aguilar
Coordinator Title	Fernley & Lovelock Area Director
Coordinator Phone Number	775-360-2424
Coordinator Email	oaguilar@bgctm.org

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(Section Break)

### Organization / Company Information

Name	Boys & Girls Club of Truckee Meadows
Year Started	1976
Mailing Address	2680 East 9th Street
City	Reno
State	NV
Zip	89512
Tax ID	88-0142068
Organization Status	Non-Profit
Attach copy of 501(c) or Federal Non-Profit Certificate.	<a href="#">BGCTM 501(c)(3) (3).pdf</a>

(Section Break)

### Project / Event Information

Project / Event Name	Passport to Party
Project / Event Location	Boys & Girls Club Fernley Teen Center + Parking lot + McHoppers Parking lot
City	Fernley
State	NV
Zip	89408
Date of Event	4/26/2025
Date Work will Begin	12/9/2024

Date Work Will  
Conclude

5/2/2025

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

#### Our Mission and Vision for the Event

Our primary goal/short term goal is to raise both funds and awareness for the Boys & Girls Club, enabling us to continue providing vital services to the youth and teens of the Fernley community. By hosting this event, we aim to create a vibrant, enjoyable experience that not only raises money but also boosts local engagement and benefits the Fernley economy. The event will feature delicious food, refreshing drinks, live entertainment, and an exciting auction offering exclusive experiences and valuable goods, ensuring there's something for everyone.

#### Proven Expertise and Local Insight

Our team has the expertise, experience, and organizational skills necessary to execute an outstanding event. This, combined with the deep, lifelong knowledge of the Fernley community held by our Fernley Board of Directors, forms the perfect synergy to create an unforgettable experience that aligns with the needs and desires of the community.

#### The Importance of a Successful Event

This year's event is particularly significant as our long-term goal will be to host the Fernley Passport to Party at the soon-to-be-completed Fernley Community Center in 2026, and we want to ensure that it garners record attendance and exposure for the new facility. By attracting a large crowd and providing a memorable experience, we will generate the momentum needed for future success and help lay the foundation for a vibrant, thriving space that will benefit Fernley for years to come.

We aim to maximize our outreach this year to ensure that we make a lasting impact, not just for the event itself, but for the future of the Boys & Girls Club and the Fernley community.

Has this project / event been previously held before?

Yes

Has this project / event been previously funded by the Fernley

Yes

**Convention & Tourism  
Authority Board?**

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Please list the date of prior reward      7/30/2024

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Please list prior award amount      5,301.16

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How many vendors attended to previous event      6

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(Section Break)

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**Total Project / Event Budget**

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Total Budget Amount      \$20,000

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

Grant Monies request:

Passport to Party Audio and Lighting \$ 1,200

Passport to Party Event Signs + Flyer Print \$1,200

Website Development/Hosting/Ticketing \$ 1,200

Radio Advertisement Biggest Little Radio \$600

Fernley Newspaper Advertising: \$500

Local Caterer/Vendor: \$300

Beyond Grant Expense:

Passport to Party Event Décor \$300

Social Media Advertisement Meta 500.00

Food \$3,700

Bar/Alcohol \$2,000

Take-home drinkware + utensils \$2,500

Permits: \$100

Operations/Staffing: \$2,500

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Total Expenses      \$16,600

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

Ticket Sales \$15,000  
 FCTA Grant Request \$5,000

(Section Break)

**Grant Request**

Amount Requesting

\$5,000

Matching funds is required For-Profit Organizations.

\$11,600

Will you accept less than requested?

Yes

Explain how receiving grant funding will impact the project / event

Every dollar counts for a nonprofit organization and promises there will be a tomorrow!

Receiving grant funding for our special event will have a profound impact on its success and effectiveness. Grants provide the financial support needed to enhance every aspect of the event, from securing high-quality food to providing a memorable experience for attendees. Here's how grant funding will directly benefit the event:

1. Enhanced Event Quality and Scale

With grant funding, we can elevate the overall quality of the event.

2. Support for the Local Economy

By securing grant funding, we can reinvest in the local economy by partnering with local vendors, entertainers, and service providers.

3. Greater Awareness and Increased Attendance

Your support enables us to invest in marketing and outreach efforts, ensuring we reach more Fernley and Nevada residents

and businesses. This means more community members and visitors could possibly develop a greater awareness of the Boys & Girls Club. The larger the crowd, the greater the fundraising potential, and the more support we can generate for our mission to serve local youth and teens.

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

The Boys & Girls Club fundraiser should be selected to receive grant funding for the following reasons:

**1. Proven Impact on the Community**

The Boys & Girls Club of Truckee Meadows has a long-standing history of positively impacting local youth, particularly in the Fernley area. Our special event is a key opportunity to raise funds that will directly benefit children and teens who rely on our programs. By selecting our event for funding, you are investing in the future of the community and ensuring that we can continue providing critical services, including education, mentorship, and after-school activities.

**2. Long-Term Benefits for the Boys & Girls Club and the Fernley Community**

By funding this event, you are contributing to both the immediate success of the event itself and the long-term success of the Boys & Girls Club in Fernley. The funds raised will go directly toward sustaining and expanding our programs, ensuring that the positive influence of the Boys & Girls Club continues to grow. Additionally, by investing in this event, you are helping to highlight the Teen Center and upcoming Fernley Community Center.

**3. Strong Community Support and Engagement**

This event will bring together members of the Fernley community, providing an opportunity to strengthen local ties and foster a sense of unity. Our local staff and Fernley Board of Directors are highly attuned to the needs and wants of the community, ensuring that the event resonates with locals and garners significant participation. The funds raised through this event will not only support the Boys & Girls Club but also boost the local economy through partnerships with local vendors and businesses.

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

Yes

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

The only funds we are seeking beyond advertising will ensure we can source local vendors for our event, benefitting the Fernley economy.

Passport to Party Audio and Lighting \$ 1,200  
Local Caterer/Vendor: \$300

Will requested funds be used for advertising? Yes

If yes, please designate what you will be advertising Resources in Fernley, Special Event(s) in Fernley, Other

If other, please specify *Field not completed.*

*(Section Break)*

### Grant Request - Advertising Categories

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

Amount(s) \$1,200

Total Amount Budgeted: \$1,200

Please check all that apply: *Field not completed.*

Amount(s) *Field not completed.*

Total Amount Budgeted: *Field not completed.*

Please select all that apply: *Field not completed.*

Amount(s): *Field not completed.*

Total Amount Budgeted: *Field not completed.*

Please select all that apply:	Newspaper, Radio
Amount(s):	\$1,100
Total Amount Budgeted:	\$1,100
Please select all that apply:	<i>Field not completed.</i>
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	Website Development, Website Hosting Fees
Amount(s):	\$1,200
Total Amount Budgeted:	\$1,200
Please select all that apply:	<i>Field not completed.</i>
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
If you selected other in the categories listed above, please explain in detail. below.	<i>Field not completed.</i>
Explain in detail how grant funds will be utilized ( in accordance with FCTA grant guidelines, use additional sheets as needed):	<p>FCTA Grant Funds are paramount if we are to reach as many Fernley and Nevada residents via advertising as possible.</p> <p>We will ensure the City of Fernley and the Fernley Convention &amp; Tourism Authority will be recognized for their generosity and we will include in marketing materials.</p>

(Section Break)

### **Economic Impact**

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

Estimated number of visitors:	175
What percentage are local?	90
What percentage are In State?	95
What percentage are Out of State?	5
Estimated number of participants:	150
What percentage are local?	90
What percentage are In State?	95
What percentage are Out of State?	5
Explain in detail how attendance / participation will be measured:	We have an online ticketing platform which will allow us to accurately track participants.
Estimate number of nights spent in Fernley because of this project/event:	Two-three
Explain how overnight stays will be measured:	We will re engage relationships with local hotels to create rate incentives and tracking during event weekend.
If applicable, number of previous visitors/participants for same or similar project/events:	100
What percentage are local?	90
What percentage are In State?	95

What percentage are Out of State?	5
Describe method(s) used to measure previous attendance:	Online ticketing platform/website.
Project increase of number of visitors (if any) to Fernley because of project/event in comparison with previous years:	We anticipate 50+ more attendees in 2025
Estimate and describe the overall economic impact to Fernley because of this project/event:	<p>We plan to book as many vendors, partners as possible in the City of Fernley.</p> <p>We hope to book local band, The Heidi Incident. We will earn sponsorships from Fernley businesses and promote those businesses through advertising and mini-interviews via social media.</p> <p>We will make some food and or alcohol purchases in Fernley. We will seek auction items and baskets in both Reno and Fernley- providing exposure for businesses.</p> <p>We plan to print banners and flyers in Fernley via All-In graphics and others.</p> <p>We will advertising on Fernley radio and print publication.</p> <p>We had two booths catered by local food vendors in 2023 and we are hoping for 3-4 in 2025.</p>
Does the actual project/event create media exposure for Fernley?	Yes
If yes, what percentage are local?	75
If yes, what percentage are In State?	80
If yes, what percentage are Out of State?	20

Estimated number of people that will be exposed to the promotion of this project/event:	22,000
What percentage are local?	75
What percentage are In State?	80
What percentage are Out of State?	20
Describe the type of anticipated media exposure:	<p>We will create buzz , awareness and excitement vis traditional and non traditional channels.</p> <p>Radio  Eblast/Email  Social Media  Newspaper (Paid and earned efforts via press release)  Flyers  Signage</p>

(Section Break)

### **Project/Event Summary**

Describe how the project/event improves tourism/local economy by both people living in Fernley and people traveling to Fernley:	<p>This exciting event will have a significant impact on both the local community and visitors, providing a boost to Fernley's economy and enhancing its reputation as a dynamic destination. For residents, it offers a unique opportunity to highlight the city's many amenities, local businesses, and its welcoming atmosphere. As the community comes together to host and enjoy the event, it will foster a strong sense of pride, unity, and local engagement, elevating Fernley's overall spirit and morale.</p> <p>For visitors, this event will offer a memorable introduction to Fernley, allowing them to experience the city's charm and hospitality in person, as well as their support for youth and local nonprofits. Positive experiences from attendees will translate into word-of-mouth recommendations, encouraging repeat visits and helping to establish Fernley as a must-see destination.</p>
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Moreover, this event could attract , or entertain a diverse group of tourists—, weekend travelers, and adventure seekers—who will not only participate in the event but also explore the city's local attractions, restaurants, and businesses. This increased visitor activity could generate a boost in revenue for local hotels, restaurants, retailers, and service providers, creating a ripple effect that fuels the Fernley economy.

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

See response from question above:  
Every dollar counts for a nonprofit organization and promises there will be a tomorrow!

Receiving grant funding for our special event will have a profound impact on its success and effectiveness. Grants provide the financial support needed to enhance every aspect of the event, from securing high-quality food to providing a memorable experience for attendees. Here's how grant funding will directly benefit the event:

**1. Enhanced Event Quality and Scale**

With grant funding, we can elevate the overall quality of the event.

**2. Support for the Local Economy**

By securing grant funding, we can reinvest in the local economy by partnering with local vendors, entertainers, and service providers.

**3. Greater Awareness and Increased Attendance**

Your support enables us to invest in marketing and outreach efforts, ensuring we reach more Fernley and Nevada residents and businesses. This means more community members and visitors could possibly develop a greater awareness of the Boys & Girls Club. The larger the crowd, the greater the fundraising potential, and the more support we can generate for our mission to serve local youth and teens.

(Section Break)

**Justification**

**The Fernley Convention and Tourism Authority Board on average**

See response from question above:  
The Boys & Girls Club fundraiser should be selected to receive

receives requests for twice the amount of the grant funding available. Explain why your project/event should be selected to receive grant funding.

grant funding for the following reasons:

1. Proven Impact on the Community

The Boys & Girls Club of Truckee Meadows has a long-standing history of positively impacting local youth, particularly in the Fernley area. Our special event is a key opportunity to raise funds that will directly benefit children and teens who rely on our programs. By selecting our event for funding, you are investing in the future of the community and ensuring that we can continue providing critical services, including education, mentorship, and after-school activities.

2. Long-Term Benefits for the Boys & Girls Club and the Fernley Community

By funding this event, you are contributing to both the immediate success of the event itself and the long-term success of the Boys & Girls Club in Fernley. The funds raised will go directly toward sustaining and expanding our programs, ensuring that the positive influence of the Boys & Girls Club continues to grow. Additionally, by investing in this event, you are helping to highlight the Teen Center and upcoming Fernley Community Center.

3. Strong Community Support and Engagement

This event will bring together members of the Fernley community, providing an opportunity to strengthen local ties and foster a sense of unity. Our local staff and Fernley Board of Directors are highly attuned to the needs and wants of the community, ensuring that the event resonates with locals and garners significant participation. The funds raised through this event will not only support the Boys & Girls Club but also boost the local economy through partnerships with local vendors and businesses.

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(Section Break)

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Attestation & Grant Agreement Award Terms

**I HEREBY AGREE THAT:**

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

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

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

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

**5. Prior to release of any grant funds, the grantee must provide evidence to the authority of the expenditure of any matching funds that may have been required to secure this grant; or, verifiable invoices, purchase orders, contracts, or bills, and related materials for which this grant was used; or (as deemed appropriate by the Board), a letter of invoice requesting the disbursement of grant funds to the grantee for the agreed upon project.**

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

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

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

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

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

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

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

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

---

First and Last Name	Colie Glenn
Date	11/27/2024

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



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

<b>Project/Event Information</b>		
Project Title: Memorial Day Classic		
Name of Organization/Company: Fernley Youth Softball Tournaments		
Mailing Address: 1061 Red Rock Rd		
City: Fernley	State: NV	Zip Code: 89408
Telephone: 5303215621	Email: theleijas@gmail.com	
Year Organization/Company Started: 2024	Tax ID#: 99-4736633	
Status: Please select one <input checked="" type="checkbox"/> Non-Profit* <input type="checkbox"/> Corporate <input type="checkbox"/> Government <input type="checkbox"/> Other		
*Attach copy of 501(c) or Federal Non-Profit Certificate		
<b>Applicant Information</b>		
Applicant/Project Coordinator Name: Gabe Leija		
Title: Board Member	Telephone: 5303215621	Email: theleijas@gmail.com
<b>Project/Event Details</b>		
Date of Event: May 24-25, 2025	Date Work Will Begin: Feb. 1, 2025	Date Work Will Conclude: May 25, 2025
Project/Event Location: Out of Town Park/In Town Park		
<b>Project/Event Overview</b>		
<p>Provide an overview of the project/event including purpose, objectives, short and long term goals (using additional sheets as needed):</p> <p>Fernley Youth Softball Tournaments is 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 24-25, 2025. This will be one of six tournaments we will be hosting in 2025. With these teams come families and also extended family members who come to support the players. With the support of The City of Fernley we hope to bring even more teams to compete in the tournament in future years as they hear from others how wonderful our town is. This tournament allows 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: Jan, 2024    Amount: 4160		
If previously funded: How many visitors attended? 1500    How many vendors attended? 0		

<b>Project/Event Budget</b>	
Total Budget Amount:	18,450
Expenses: Itemize all expenses <u>including</u> items on which grant monies will be expended.	
Tournament Package -2025 Legacy Sports Fast Pitch Advertisement Fee \$10,000.00	
Fernley branded plaques/shirts/banners \$5500 FCTA if granted	
Food 1800.00	
Equipment & Field Prep (atv, chalk, Field Prep Staff) 1000 per event.	
Printer Equipment 150.00	
Total:	18,450
Revenue: Itemize all revenues <u>including</u> requested grant monies from FCTA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.	
15,500 FCTA grant	
2950 Participant registration	
Total:	18,450
<b>Fernley Convention and Tourism Authority Grant Request</b>	
Amount Requesting: \$ 15,500	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  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)	xx	
Billboard(s)		
Brochure		
Design, Production & Development Fees	x	
Direct/Bulk mail for promotion of visitor awareness		
Magazine		
Newspaper		
Radio		
Television		
Other (specify)		
<b>Internet/Website</b>	x	
Social Media	x	
Website Development		
Website Hosting Fees	x	
Website Maintenance	x	
Website Redesign	x	
Other (specify)		
Other		

Explain in detail  
 Tournament Package 2025 Legacy Sports Fastpitch Advertising fee \$10,000

**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):

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	1800	What percentage are:	Local* 10	%	In State 45	% Out of State 45 %
Estimated number of participants	800	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:	1500	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 \$400-\$600 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 Youth Softball Tournaments 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 Youth Softball Tournaments two-day event will provide an instant injection into the local economy. Fernley will host over 1800 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.



**FERNLEY CONVENTION AND TOURISM AUTHORITY APPLICATION FOR GRANT OR  
MATCHING GRANT FUNDS FY24/25 R2 Jan-June 2025**

<b>Project/Event Information</b>		
Project Title: Music, Murals, and Margaritas and Board project		
Name of Organization/Company: Fernley Aces Art and Culture Event Squad		
Mailing Address: 40 N. Center St.		
City: Fernley	State: NV	Zip Code: 89408
Telephone: 775-200-8618	Email: danamuhlhorn@yahoo.com or 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		
<b>Applicant Information</b>		
Applicant/Project Coordinator Name: Dana Uhlhorn		
Title: President	Telephone: 755-200-8618	Email: danamuhlhorn@yahoo.com
<b>Project/Event Details</b>		
Date of Event: 2/13/25 & 5/17/25	Date Work Will Begin: January 2025	Date Work Will Conclude: May 18, 2025
Project/Event Location: 40 N. Center St. and N. Center Street		
<b>Project/Event Overview</b>		
Provide an overview of the project/event including purpose, objectives, short and long term goals (using additional sheets as needed):		
<p>ACES Board Project: We have done this project numerous times over the years, this year the theme will be "love" and we will begin selling boards on January 15th. Boards will be collected on February 10th. An art show will be hosted for the boards on February 13th in conjunction with valentines. Sparkling water and desserts will be served.</p> <p>Music, Murals, and Margaritas May 17, 2025: 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. This event has grown and become a week long event, uniting other businesses in the area to host their own events or sales which we promote as "art week" 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: 12/18/2023	Amount: 10,900.00
If previously funded: How many visitors attended?	4000	How many vendors attended? 100

<b>Project/Event Budget</b>	
Total Budget Amount:	62,000.00
Expenses: Itemize all expenses <u>including</u> items on which grant monies will be expended.	
Hard Costs:	
Materials Needed:	\$15,000.00
Lodging for artists:	\$ 4,000.00
Musical Acts, and Entertainers:	\$ 7,500.00
Food and Drink:	\$ 4,000.00
Sound and Lighting Technician:	\$ 1,500.00
Stage w/Lights and Sound:	\$ 6,000.00
Equipment Rental:	\$ 2,000.00
Portable Toilets:	\$ 1,000.00
Advertising:	
Print Media, including Billboard:	\$ 5,000.00
Social Media (includes Spectrum):	\$ 5,000.00
Radio Advertising:	\$ 10,000.00
Tshirts:	\$ 1,000.00
Total:	62,000.00
Revenue: Itemize all revenues <u>including</u> requested grant monies from FCTA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.	
Boards sold for the love project:	\$500.00
Building owner's contribution for art:	\$ 7,500.00
Vendor Space Sold at M,M,&M:	\$ 5,300.00
Food and Drink Sales:	\$ 7,500.00
Materials Donated for M,M,&M:	\$ 5,000.00
Sponsorships for M,M,&M:	\$12,500.00
Fernley ACES Cash on Hand:	\$ 3,700.00
FCTA Grant Request:	\$ 20,000.00
Total:	62,000.00
<b>Fernley Convention and Tourism Authority Grant Request</b>	
Amount Requesting: \$ 20,000.00	Amount of Matching Funds: \$ N/A
Will you accept less funding than requested:    Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	

<b>Grant Budget - Advertising</b>		
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 checked="" type="checkbox"/> Other (specify): Participation ongoing events		
Use the categories below to show in detail how grant funds will be disbursed.		
<b>Print/Media</b>	<b>Amount Requesting</b>	<b>Total Amount Budgeted</b>
Banner(s)	1000	1000
Billboard(s)	2000	2000
Brochure		
Design, Production & Development Fees		
Direct/Bulk mail for promotion of visitor awareness		
Magazine	500	500
Newspaper	500	500
Radio	9000	10000
Television	4000	4000
Other (specify)		
<b>Internet/Website</b>		
Social Media	1000	1000
Website Development		
Website Hosting Fees		
Website Maintenance		
Website Redesign		
Other (specify)	Maps 1000	1000
Other	T shirts 1000	1000
Explain in detail Maps can be used year round for location of murals and advertising the City of Fernley - Chambers give to tourists. Tshirts		
<b>Grant Budget - Sponsorship</b>		
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 funds will be utilized for advertising for both projects.		

Economic Impact						
Estimated number of visitors	6,000	What percentage are:	Local* 85	%	In State 10	% Out of State 5
Estimated number of participants	300	What percentage are:	Local* 75	%	In State 10	% Out of State 15
Explain in detail how attendance/participation will be measured:						
Crowd estimates and done by volunteers with counters						
Estimate number nights spent in Fernley because of this project/event: 300						
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. The three hundred estimate is for artists/guests with a minimum of 5 night stay.						
If applicable, number of previous visitors/participants for same or similar project/event:	5,000	What percentages were:	Local* 90	%	In State 5	% Out of State 5
Describe method(s) used to measure previous attendance:						
Crowd estimates and volunteers with counters						
Projected increase of # of visitors (if any) to Fernley because of project/event in comparison with previous years: 1,000						
Estimate and describe the overall economic impact to Fernley because of this project/event, use additional sheets if needed:						
Music, Murals, and Margaritas: This event will draws a large crowd that potentially stay in the city all day, dining, shopping and coming back in the evening for the music. With the addition of art week ,this will lead to many of them staying in local hotels for multiple nights.						
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/even	200 k	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:

The Board Project, is a fun event for local artist of all ages . 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. And the live music and Fire Dancers have been a huge hit!!!

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

By receiving the funding from the FCT A, we will expand the amount of advertising we are able to do. 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

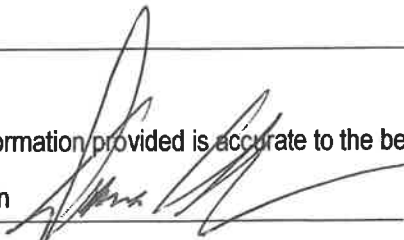
The Fernley Convention and Tourism Authority Board on average receives requests for twice the amount of grant funding available. Explain why your project/event should be selected to receive grant funding:

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

Applicant

Dana Uhlhorn



Date:

11/27/2024

## April Homme

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**From:** noreply@civicplus.com  
**Sent:** Wednesday, November 27, 2024 1:50 PM  
**To:** April Homme  
**Subject:** Online Form Submittal: Fiscal Year 2024/25 FCTA Grant or Matching Grant Funds Application (January 01,2025 to June 30,2025)

### Fiscal Year 2024/25 FCTA Grant or Matching Grant Funds Application (January 01,2025 to June 30,2025)

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Date	11/26/2024
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#### Applicant Information

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Applicant First Name	Monica
Applicant Last Name	Randolph
Applicant Email	monica_randolph@yahoo.com
Applicant Phone Number	7755759898
Applicant Address	PO Box 1804
City	Fernley
State	NV
Zip	89408

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Coordinator First & Last Name	Monica Randolph
Coordinator Title	Director
Coordinator Phone Number	775-575-9898
Coordinator Email	monica_randolph@yahoo.com

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(Section Break)

### Organization / Company Information

Name	Fernley Jr High and High School Rodeo Club
Year Started	1980 or before
Mailing Address	PO Box 1804
City	Fernley
State	NV
Zip	89408
Tax ID	27-3464564
Organization Status	Non-Profit
Attach copy of 501(c) or Federal Non-Profit Certificate.	<i>Field not completed.</i>

(Section Break)

### Project / Event Information

Project / Event Name	Fernley Jr High and High School Rodeo
Project / Event Location	Fernley Fairgrounds - Out-of-town Park
City	Fernley
State	NV
Zip	89408
Date of Event	03/14/2025-03/16/2025
Date Work will Begin	11/30/2024
Date Work Will Conclude	03/17/2025

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

Our project is the Fernley Junior High School and High School Rodeo which we will hosting in March of 2025. This event will have contestants from all over the State of Nevada who will be competing over a 3-day period. Fernley's rodeo is one of the largest in the State due to our location and the awesome rodeo we put on. Contestants will be traveling from Alamo, Ely, Wells, Las Vegas, Eureka, Boulder City, Winnemucca, Pahrump, Battle Mountain, 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 buy fuel from our stations during the event. Our short-term goal is to always have the funds to cover our livestock and prize expenses for our rodeo. Our long-term goal is to be able to fund a quality event which is self-sustaining.

Has this project / event been previously held before? Yes

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

Please list the date of prior reward 12/2023

Please list prior award amount \$10,200

How many vendors attended to previous event 4

(Section Break)

**Total Project / Event Budget**

Total Budget Amount \$40,375

Expenses: Itemize all expenses including items on which grant monies will be expended.  
 Stock \$11,500 (FCTA if granted)  
 Buckles/Awards \$5,000 (FCTA if granted)  
 Fernley Team Shirts \$500 (FCTA if granted)  
 Printing Programs, Ads and Banners \$1,250 (FCTA if granted)  
 Supplies \$600 (FCTA if granted)

Sound System \$450 (FCTA if granted)  
 Announcer \$350 (FCTA if granted)  
 Cutting and Reining \$1,250  
 Food/Volunteers \$1,000  
 Payout \$8,000  
 Insurance \$1,600  
 City Fees \$1,300  
 State Fees \$6,400  
 USPS \$75  
 Trash/Sanitation \$500  
 Fernley Rodeo Team Pics/Thank Yous \$600

**Total Expenses** \$40,375

**Revenue: Itemize all revenues including requested grant monies from FTCA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.**  
 Sponsors \$6,000  
 FCTA Grant \$10,000  
 Entry Fees \$24,375

(Section Break)

**Grant Request**

**Amount Requesting** \$10,000

**Matching funds is required For-Profit Organizations.** *Field not completed.*

**Will you accept less than requested?** Yes

**Explain how receiving grant funding will impact the project / event**  
 Receiving this Grant will help defer some of the costs of the rodeo. The cost to produce this event is estimated to be over \$40,000. Our members raise a large portion of that money by working with local businesses. Due to the uncertainty of inflation and economic concerns and 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. Our goal is to host a successful rodeo each year and

show off our town and its supporters. Your support is greatly appreciated by our members.

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

Our event has been a long-standing annual event for the City of Fernley. We bring over 500 people to Fernley specifically for our rodeo by hosting this event. These people will spend money in Fernley while they are here, increasing revenue for our 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 to make this a great experience, we feel our contestants and families will keep coming here.

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

Yes

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

Grant Funds will be used for Advertising and for the Production of the Event. The main expense of the Rodeo will be the cost of the Livestock. The next largest expense is the prizes. 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. "Fernley" team shirts are worn by our contestants. Banners will be made and hung with sponsor logos. We will also print a quality program filled with pages of those sponsoring our rodeo as advertisements to distribute at the rodeo including "Funded in part by the City of Fernley Convention & Tourism Authority" for any grant awarded.

Will requested funds be used for advertising?

Yes

If yes, please designate what you will be advertising

Special Event(s) in Fernley

If other, please specify

*Field not completed.*

(Section Break)

## Grant Request - Advertising Categories

Please check all that apply:	Banner(s), Brochure
Amount(s)	\$1,250
Total Amount Budgeted:	\$1,250
Please check all that apply:	<i>Field not completed.</i>
Amount(s)	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	<i>Field not completed.</i>
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	<i>Field not completed.</i>
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	<i>Field not completed.</i>
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	<i>Field not completed.</i>
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	<i>Field not completed.</i>
Amount(s):	<i>Field not completed.</i>
Total Amount Budgeted:	<i>Field not completed.</i>

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

Printing Programs and Banners \$1,250

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

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 belt buckles will be engraved with Fernley Junior High School Rodeo and Fernley High School Rodeo. 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.

(Section Break)

### Economic Impact

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

Estimated number of visitors: 580

What percentage are local? 10

What percentage are In State? 85

What percentage are Out of State? 5

Estimated number of participants: 232

What percentage are local? 10

What percentage are In State? 85

What percentage are Out of State? 5

Explain in detail how attendance / participation will be measured:	Attendance will be measured by review of the entry forms
Estimate number of 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 the coming event. We do this to help direct our visitors and learn of any date conflicts. So far, at least one of these businesses has agreed to be a host hotel and they are advertised as such. The hotels/motels usually offer a small discount for guests mentioning they are here for the Rodeo. The team surveys the hotels/motels for their success during our event. So far, our event has not had a competing event and so the numbers reported are for our rodeo. We also review our entries.
If applicable, number of previous visitors/participants for same or similar project/events:	550
What percentage are local?	10
What percentage are In State?	85
What percentage are Out of State?	5
Describe method(s) used to measure previous attendance:	We measure previous attendance by review of the entry forms.
Project increase of number of visitors (if any) to Fernley because of project/event in comparison with previous years:	30

Estimate and describe the overall economic impact to Fernley because of this project/event:	Fernley will be impacted by the number of people traveling to and attending the Rodeo who will purchase, food, goods, fuel, services and stay in our hotels while here for the 3-day event.
---	---

Does the actual project/event create media exposure for Fernley?	Yes
--	-----

If yes, what percentage are local?	85
------------------------------------	----

If yes, what percentage are In State?	15
---------------------------------------	----

If yes, what percentage are Out of State?	<i>Field not completed.</i>
---	-----------------------------

Estimated number of people that will be exposed to the promotion of this project/event:	1100
---	------

What percentage are local?	85
----------------------------	----

What percentage are In State?	15
-------------------------------	----

What percentage are Out of State?	NV
-----------------------------------	----

Describe the type of anticipated media exposure:	We will 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.
--	---

(Section Break)

### **Project/Event Summary**

Describe how the project/event improves	The immediate benefit is that the competitors and their families and friends spend money during their stay. The event helps to
---	--

tourism/local economy by both people living in Fernley and people traveling to Fernley:

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 we provide.

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 \$40,000. Our members raise a large portion of that money by working with local businesses. Due to the uncertainty of inflation and economic concerns and 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. Our goal is to host a successful rodeo each year and show off our town and its supporters. Your support is greatly appreciated by our members.

(Section Break)

## Justification

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

Our event has been a long-standing annual event for the City of Fernley. We bring over 500 people to Fernley specifically for our rodeo by hosting this event. These people will spend money in Fernley while they are here, increasing revenue for our 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 to make this a great experience, we feel our contestants and families will keep coming to Fernley.

(Section Break)

Attestation & Grant Agreement Award Terms

### I HEREBY AGREE THAT:

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

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

expenses, or expenses or commitments made prior to the starting date of this grant.

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

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

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

First and Last Name	Monica Randolph
Date	11/27/2024

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

**FERNLEY CONVENTION AND TOURISM AUTHORITY APPLICATION FOR GRANT OR  
MATCHING GRANT FUNDS FY24/25 R2 Jan-June 2025**

<b>Project/Event Information</b>		
Project Title: Fernley 4th of July		
Name of Organization/Company: Fernley 4th of July		
Mailing Address: PO Box 1776		
City: Fernley	State: NV	Zip Code: 89408
Telephone: 775-399-4796	Email: fernley4thofjuly@gmail.com	
Year Organization/Company Started: 1968	Tax ID#: 30-0364668	
Status: Please select one <input checked="" type="checkbox"/> Non-Profit* <input type="checkbox"/> Corporate <input type="checkbox"/> Government <input type="checkbox"/> Other		
*Attach copy of 501(c) or Federal Non-Profit Certificate		
<b>Applicant Information</b>		
Applicant/Project Coordinator Name: Becki Howlett		
Title: Treasurer	Telephone: 775-434-5231	Email: fernley4thofjuly@gmail.com
<b>Project/Event Details</b>		
Date of Event: July 4, 2025	Date Work Will Begin: August 1, 2024	Date Work Will Conclude: July 5, 2025
Project/Event Location: Main Street - parade and Out of Town Park - festivities		
<b>Project/Event Overview</b>		
Provide an overview of the project/event including purpose, objectives, short and long term goals (using additional sheets as needed): The goal of Fernley 4th of July is to celebrate America's independence the old-fashioned way and bring families, friends and communities across Northern Nevada to celebrate together. It starts with a parade down Main Street and continues at the Out of Town Park with the raising of the American flag, car show, games for kids and adults, and concludes with a fireworks show at dusk.		
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 2024    Amount: 4,500.00		
If previously funded: How many visitors attended? 11,000    How many vendors attended? 59		



**Project/Event Budget**

Total Budget Amount: 66,823.00

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

Fireworks	35,000.00
Advertising	16,000.00
Insurance	1,800.00
T-shirts	600.00
Trophies	200.00
Pigs	900.00
Diving for Dollars	498.00
Pie Eating	150.00
Donation Letters	500.00
Office Supplies	200.00
Pictures-batteries	25.00
Trash pick-up	500.00
Port-a-Potties	3,000.00
Flaggers	1,500.00
Security	400.00
Parking	500.00
Music/DJ	3,000.00
Banners	600.00
Electronic fees	100.00

Total: 66,823.00

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

Booths	6,500.00
Camping	1,250.00
Bar	750.00
Paid Kids Area	500.00
Parade	1,500.00
Car Show	1,300.00
Pigs	1,000.00
T-Shirts	300.00
Staycation	400.00
Grants	16,000.00
Community Donations	20,000.00
Fundraisers	2,500.00

Total: 52,000.00

**Femley Convention and Tourism Authority Grant Request**

Amount Requesting: \$ 10,000.00

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):

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

Print/Media	Amount Requesting	Total Amount Budgeted
Banner(s)	600.00	600.00
Billboard(s)		
Brochure	175.00	175.00
Design, Production & Development Fees		
Direct/Bulk mail for promotion of visitor awareness		
Magazine		
Newspaper	450.00	450.00
Radio	8,250.00	8,250.00
Television	5,000.00	5,000.00
Other (specify)	500.00	500.00
<b>Internet/Website</b>		
Social Media		
Website Development		
Website Hosting Fees	95.00	95.00
Website Maintenance		
Website Redesign		
Other (specify)		
Other	250.00	250.00

Explain in detail

Other - Media 500.00 online media. Other Internet - Cell phone

**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):

Funds will be used to advertise the 4th of July event and the fundraisers for the 4th of July event.



<b>Economic Impact</b>						
Estimated number of visitors	12,000	What percentage are:	Local* 75	%	In State 95	% Out of State 5 %
Estimated number of participants	500	What percentage are:	Local* 75	%	In State 95	% Out of State 5 %
Explain in detail how attendance/participation will be measured:						
Estimating people attending parade and park events.						
Estimate number nights spent in Fernley because of this project/event: 200						
Explain how overnight stays will be measured:						
Occupation of rooms at the local hotels and camping spots at the event.						
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:						
Estimating people attending parade and park events.						
Projected increase of # of visitors (if any) to Fernley because of project/event in comparison with previous years: 600						
Estimate and describe the overall economic impact to Fernley because of this project/event, use additional sheets if needed:						
The event and parade on the 4th of July draws people from all over Northern Nevada and California to watch the parade and enjoy the activities at the Out of Town park. While in town they refill the fuel tanks, eat at local restaurants and spend the night in the 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* 70 % in State 95 % Out of State 5 %						
Estimated number of people that will be exposed to the promotion of this project/event:	250,000	What percentages are:	Local 70	%	In State 95	% Out of State 5 %
Describe the type of anticipated media exposure:						
Newspaper, radio, television and online advertising prior to the event. News coverage during the event and live radio coverage 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:

Visitors to Fernley stay in local motels, shop at local stores and businesses, buy fuel at local gas stations, eat in restaurants and buy goods from vendors at the event.

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

It will allow us to advertising the event over all of Northern Nevada and in Northern California to 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:

Advertising for the Fernley 4th of July and it's fundraising events through radio, television, newspapers and online reaches more than 500,000 people throughout Northern Nevada and Northern California. This attracts visitors to Fernley for one of the largest 4th of July events and one of the longest and best fireworks shows throughout the region.

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

Applicant



Date:

11/27/2024



OGDEN UT 84201-0059

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

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

034186

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

Dear Taxpayer:

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

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

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

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

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

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

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

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

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



## April Homme

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**From:** noreply@civicplus.com  
**Sent:** Thursday, November 21, 2024 5:16 PM  
**To:** April Homme  
**Subject:** Online Form Submittal: Fiscal Year 2024/25 FCTA Grant or Matching Grant Funds Application (January 01,2025 to June 30,2025)

### Fiscal Year 2024/25 FCTA Grant or Matching Grant Funds Application (January 01,2025 to June 30,2025)

Date 11/21/2024

#### Applicant Information

Applicant First Name Nancy  
Applicant Last Name Baker Rifkin  
Applicant Email nbrifkin@gmail.com  
Applicant Phone Number 4159908429  
Applicant Address P O Box 415  
City Fernley  
State NV  
Zip 89408-9551

[Section Break]

Coordinator First & Last Name Nancy Baker Rifkin  
Coordinator Title Outreach Coordinator  
Coordinator Phone Number 4159908429  
Coordinator Email nbrifkin@gmail.com

(Section Break)

### Organization / Company Information

Name Nevada Veterans Coalition

Year Started 1992

Mailing Address P O Box 415

City Fernley

State NV

Zip 89408-9551

Tax ID 88-0290822

Organization Status Non-Profit

Attach copy of 501(c) or Federal Non-Profit Certificate. [501-C-3.pdf](#)

(Section Break)

### Project / Event Information

Project / Event Name Memorial Day

Project / Event Location Northern Nevada Veterans Memorial Cemetery

City Fernley

State NV

Zip 89408-9551

Date of Event 05/26/2025

Date Work will Begin 03/01/2025

Date Work Will Conclude 06/30/25

Provide an overview of the project / event including purpose, objectives, short and long term goals	Community event to recognize our fallen veterans. This is the day set aside to honor those who have given so much of themselves to this country. We have hundreds of volunteers prior to the event who place a flag at every gravesite. There are only veterans cemeteries in Nevada one in Southern Nevada and ours in Northern Nevada. The City of Fernley together with the Nevada Veterans Coalition has hosted this event for many years and it gives the citizens from here and the surrounding communities a place to come and honor these veterans.
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Has this project / event been previously held before?	Yes
---	-----

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

Please list the date of prior reward	12/18/2023
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Please list prior award amount	\$5,700
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How many vendors attended to previous event	0
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(Section Break)

**Total Project / Event Budget**

Total Budget Amount	\$6,000
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Expenses: Itemize all expenses including items on which grant monies will be expended.	\$6,000 Advertising (Newspaper, radio, TV, digital media)
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Total Expenses	\$6,000
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Revenue: Itemize all revenues including	\$6,000 Advertising (Newspaper, radio, TV, digital media)
---	---

requested grant monies from FTCA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.

(Section Break)

**Grant Request**

Amount Requesting	\$6,000
Matching funds is required For-Profit Organizations.	0
Will you accept less than requested?	Yes
Explain how receiving grant funding will impact the project / event	<p>We're a non profit and without the help of the City of Fernley we would not have the ability to host/fund this event. The event is not only important to the community and surrounding areas it brings hundreds of people to this event in advance to post the flags and on the day of the event. This is a one day event, but it brings media, and thousands of attendees.</p> <p>We have talked to many people who attended the event and they have commented on how much they liked the hometown feel of Fernley and the camaraderie they felt at the event with the community. We're very proud of this city and how people care about the veterans.</p>
<p>Fernley Convention and Tourism Authority Board on average receives request for twice the amount of the grant funding available.</p> <p>Explain why your project / event should be selected to receive grant funding.</p>	<p>The Nevada Veterans Coalition along with the City of Fernley, has hosted this event for over 20 years. Because of the event, thousands of visitors have visited our city. The FREE media exposure we receive from the event far surpasses the low cost of the print/digital ads, but together the media and the ads will continue to showcase the city.</p>

Are you requesting project / event FCTA Sponsorship for expenses other than advertising?	No
If you are requesting project / event FCTA sponsorship (expenses other than advertising), explain in detail how grant funds will be utilized in accordance with the FTCA grant guidelines in section 6 & 7.	N/A
Will requested funds be used for advertising?	Yes
If yes, please designate what you will be advertising	Special Event(s) in Fernley
If other, please specify	<i>Field not completed.</i>

(Section Break)

### Grant Request - Advertising Categories

Please check all that apply:	<i>Field not completed.</i>
Ammount(s)	0.00
Total Amount Budgeted:	<i>Field not completed.</i>
Please check all that apply:	<i>Field not completed.</i>
Amount(s)	0.00
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	<i>Field not completed.</i>

Amount(s):	0.00
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	Newspaper, Radio, Television
Amount(s):	\$6,000
Total Amount Budgeted:	\$6,000
Please select all that apply:	Social Media
Amount(s):	0.00
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	<i>Field not completed.</i>
Amount(s):	0.00
Total Amount Budgeted:	<i>Field not completed.</i>
Please select all that apply:	<i>Field not completed.</i>
Amount(s):	0.00
Total Amount Budgeted:	<i>Field not completed.</i>
If you selected other in the categories listed above, please explain in detail. below.	N/A
Explain in detail how grant funds will be utilized ( in accordance with FCTA grant guidelines, use additional sheets as needed):	To cover advertising for print, digital, TV, and radio.

*(Please Print)*

## Economic Impact

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

Estimated number of visitors:	2,500
What percentage are local?	80
What percentage are In State?	15
What percentage are Out of State?	5
Estimated number of participants:	75
What percentage are local?	95
What percentage are In State?	5
What percentage are Out of State?	NV
Explain in detail how attendance / participation will be measured:	Since this is a one day event, the overnight stays are at a minimum, but the lasting impact of the event is long lasting.
Estimate number of nights spent in Fernley because of this project/event:	This is a one day morning event so the overnight stays are at a minimum.
Explain how overnight stays will be measured:	We will have a survey at the event to try to collect information about overnight stays, along with purchase of food and sundry items.
If applicable, number of previous visitors/participants for same or similar project/events:	2,500

What percentage are local?	80
What percentage are In State?	15
What percentage are Out of State?	5
Describe method(s) used to measure previous attendance:	The Fernley Republican Women have always donated their time to count the attendees at the main gate with the use of digital counters. We have also used a survey the day of the event to capture some of this information.
Project increase of number of visitors (if any) to Fernley because of project/event in comparison with previous years:	While the numbers have been fairly consistent each year, we always prepare for an increase in the attendance.
Estimate and describe the overall economic impact to Fernley because of this project/event:	Even though it's a one day event it continues to bring in many visitors. It has been held every year and visitors come in from all over the state to honor our heroes. Local establishments and gas stations always benefit from the event.
Does the actual project/event create media exposure for Fernley?	Yes
If yes, what percentage are local?	80
If yes, what percentage are In State?	15
If yes, what percentage are Out of State?	5
Estimated number of people that will be exposed to the promotion of this project/event:	85,000

What percentage are local?	75
What percentage are In State?	20
What percentage are Out of State?	5
Describe the type of anticipated media exposure:	<p>Along with the print and digital ads in newspapers we always receive exposure from the PSA's from local TV and radio stations. We also utilized our social media pages, city reader board, and fliers to be posted around the City in the local establishments.</p> <p>Fernley and this event are always showcased on the local evening news.</p>

(Section Break)

### **Project/Event Summary**

Describe how the project/event improves tourism/local economy by both people living in Fernley and people traveling to Fernley:	<p>This event is very important not only to the citizens, it brings media attention to the city. We have hosted this event for well over 20 years and have watched it grown from a few dozen visitors to thousands. 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 hometown feeling of togetherness that this event brings. We are very proud of this city and the way people care about our veterans.</p>
Explain how receiving grant funding will impact the project / event:	<p>Nevada Veterans Coalition is a non profit organization and does not generate any income from this event. Without the grant we would not be able to advertise beyond our local area.</p>

(Section Break)

### **Justification**

The Fernley Convention and Tourism Authority Board on average receives requests for	<p>The Nevada Veterans Coalition has hosted this event for well over 20 years and has watched it grow from a few dozen visitors to thousands. The print and digital ads from this grant are essential in order to promote the event so we have a large</p>
---	--

twice the amount of the grant funding available. Explain why your project/event should be selected to receive grant funding.

attendance. On the day of the event the FREE media exposure we receive continues to promote the City of Fernley, as well as the veterans cemetery long after the event.

(Section Board)

#### Attestation & Grant Agreement Award Terms

#### **I HEREBY AGREE THAT:**

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

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

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

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

**5. Prior to release of any grant funds, the grantee must provide evidence to the authority of the expenditure of any matching funds that may have been required to secure this grant; or, verifiable invoices, purchase orders, contracts, or bills, and related materials for which this grant was used; or (as deemed appropriate by the Board), a letter of invoice requesting the disbursement of grant funds to the grantee for the agreed upon project.**

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

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

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

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

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

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

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

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

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First and Last Name            Nancy Baker Rifkin

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Date                                    11/21/2024

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## FERNLEY CONVENTION AND TOURISM AUTHORITY APPLICATION FOR GRANT OR MATCHING GRANT FUNDS FY24/25 R2 Jan-June 2025

<b>Project/Event Information</b>		
Project Title: <i>Fernley Con, Spring Craft Fair, Summer Celebration</i>		
Name of Organization/Company: <i>Silverland Middle School Color Guard</i>		
Mailing Address: <i>1100 Jasmine Lane</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>Built 2010</i>	Tax ID#: <i>88-16000999</i>	
Status: Please select one <input checked="" type="checkbox"/> Non-Profit* <input type="checkbox"/> Corporate <input type="checkbox"/> Government <input type="checkbox"/> Other <i>School Organization</i>		
*Attach copy of 501(c) or Federal Non-Profit Certificate		
<b>Applicant Information</b>		
Applicant/Project Coordinator Name: <i>Sherry Cothel</i>		
Title: <i>Multiple</i>	Telephone: <i>775-990-3378</i>	Email: <i>svanphoenix@gmail.com</i>
<b>Project/Event Details</b>		
Date of Event: <i>Multiple</i>	Date Work Will Begin: <i>January</i>	Date Work Will Conclude: <i>1 Week After</i>
Project/Event Location: <i>Multiple</i>		<i>Each Event</i>
<b>Project/Event Overview</b>		
Provide an overview of the project/event including purpose, objectives, short and long term goals (using additional sheets as needed):		
<p><i>March 28-30 Fernley Con (Fernley Senior Center)</i>  This will be a anime, comic, and gaming convention that will give locals and visitors a way to experience the fun activities of this convention in a safe, small, and charming town.</p> <p><i>May 2-4 Spring Craft Fair (Fernley Intermediate School)</i>  This event will be before Mother's Day and will be heavily advertised as supporting local vendors and businesses. A portion of our proceeds will be donated to the Lion's Club.</p> <p><i>June 20-22 Summer Celebration (out of town Park)</i>  This is going to be a celebration of music, comedy, food, BBQ cookoff, performances by local schools, and groups from out of town. A portion of the</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?

→ A portion of the funds raised go to the Lions Club.  
→ proceeds will be donated to Good Morning  
Sunshine Kids Home here in Fenwick.

**Project/Event Budget**

Total Budget Amount: 10,000.00

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

Banners 3,000.00  
Billboards 3,000.00  
Brochures 500.00  
Direct/Bulk Mail 500.00  
Radio 1,000.00  
Television 1,000.00  
Social Media 500.00  
Website Development 500.00

Total: 10,000.00

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

Banners 3,000.00  
Billboards 3,000.00  
Brochures 500.00  
Direct/Bulk Mail 500.00  
Radio 1,000.00  
Television 1,000.00  
Social Media 500.00  
Website Development 500.00

Total: 10,000.00

**Fernley Convention and Tourism Authority Grant Request**

Amount Requesting: \$ 10,000.00      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):

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

Print/Media	Amount Requesting	Total Amount Budgeted
Banner(s)	3,000.00	3,000.00
Billboard(s)	3,000.00	3,000.00
Brochure	500.00	500.00
Design, Production & Development Fees		
Direct/Bulk mail for promotion of visitor awareness	500.00	500.00
Magazine		
Newspaper		
Radio	1,000.00	1,000.00
Television	1,000.00	1,000.00
Other (specify)		
<b>Internet/Website</b>		
Social Media	500.00	500.00
Website Development	500.00	500.00
Website Hosting Fees		
Website Maintenance		
Website Redesign		
Other (specify)		
Other		

Explain in detail

**Grant Budget - Sponsorship**

Are you requesting project/event sponsorship?  Yes  No

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

The grant funds will only be used for the advertising listed above.

Economic Impact						
Estimated number of visitors	100+	What percentage are:	Local*	20 %	In State	60 % Out of State 20 %
Estimated number of participants	70-100	What percentage are:	Local*	20 %	In State	60 % Out of State 20 %
Explain in detail how attendance/participation will be measured:						
Participants such as vendors, performers, ect. will be measured by applications. Volunteers will be positioned at each entrance with counters. Surveys will be passed out for a free raffle.						
Estimate number nights spent in Fernley because of this project/event: 2 Nights Each Event						
Explain how overnight stays will be measured:						
Vendors and food trucks will have to specify number of nights spent in Fernley. We will work with local hotels/motels/RV parks to get an accurate count of event participants.						
If applicable, number of previous visitors/participants for same or similar project/event:	NA	What percentages were:	Local*	%	In State	% Out of State %
Describe method(s) used to measure previous attendance:						
NA - First Time For All Events						
Projected increase of # of visitors (if any) to Fernley because of project/event in comparison with previous years: 100+						
Estimate and describe the overall economic impact to Fernley because of this project/event, use additional sheets if needed:						
These events will have participants who will utilize accommodations in Fernley. We will work with these establishments to make sure they are included in the advertising.						
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 60 % Out of State 20 %						
Estimated number of people that will be exposed to the promotion of this project/event:		What percentages are:	Local	20 %	In State	60 % Out of State 20 %
Describe the type of anticipated media exposure:						
We have a parson at KOLH who is willing to have us as a guest already, and we will work to have exposure on all forms of 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:

Each event will have participants & visitors that will utilize accommodations in Fernley. An emphasis will be put on highlighting the attributes, resources, and accommodations that Fernley has to provide. A special emphasis will be put on supporting local businesses.

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

Getting knowledge of the event and Fernley attributes/accommodations will be critical in getting people to attend.

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 funds from these events go right back into supporting our community directly.

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

Applicant

Sherry J. Cashel

Date:

11/27/24