

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

<b>Project/Event Information</b>		
Project Title:		
Name of Organization/Company:		
Mailing Address:		
City :	State:	Zip Code:
Telephone:	Email:	
Year Organization/Company Started:		Tax ID#
Status Please select one: <input 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:		
Title:	Telephone:	Email:
<b>Project/Event Details</b>		
Has this project/event been funded by the Fernley Convention & Tourism Authority Board in the past? <input type="checkbox"/> Yes <input type="checkbox"/> No		
If yes, please list date of award and award amount:		
Date of Event:	Date Work Will Begin:	Date Work Will Conclude:
Project/Event Location:		
<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):		
* If previously funded: How many visitors attended? _____ How many vendors attended? _____		

**Project/Event Budget:**

Total Budget:

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

Total:

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

Total:

**Fernley Convention & Tourism Authority Grant Request**

Amount Requesting:

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 Event(s) in Fernley  Other (specify):

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)		
Billboard(s)		
Brochure		
Design, Production & Development Fees		
Direct/Bulk mail for promotion of visitor awareness		
Magazine		
Newspaper		
Radio		
Television		
Other (specify)		
<b>Internet/Website</b>		
Social Media		
Website Development		
Website Hosting Fees		
Website Maintenance		
Website Redesign		
Other (specify)		
<b>Other</b>		
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):

Will you accept less funding than requested? Yes \_\_\_ No \_\_\_

Economic Impact	
Estimated # of Visitors:	What percentage are: ___% Local* ___% In-State Visitor ___% Out of State Visitor
Estimated # of Participants:	What percentage are: ___% Local* ___% In-State Participants ___% Out of State Participants
Explain in detail how attendance/participation will be measured:	
Estimate total nights that will be spent in Fernley as a result of this project/event:	
Explain how overnight stays will be measured:	
If applicable, # of previous Visitors/Participants for same or similar project/event:	What percentage were: ___% Local* ___% In-State ___% Out of State
Describe method(s) used to measure previous attendance:	
Expected increase (if any) of visitors to Fernley as a result of project/event in comparison with previous years:	
Estimate and describe the overall economic impact to Fernley as a result of this project/event, using additional sheets as needed:	
Does the <b>actual</b> project/event create media exposure for Fernley?: <input type="checkbox"/> Yes <input type="checkbox"/> No	
If yes, what percentage is: ___% Local* ___% In-State ___% Out of State	
Estimated number of people that will be exposed to the <b>promotion</b> of this project/event:	What percentage are: ___% Local* ___% In-State ___% Out of State
Describe the type of anticipated media exposure:	
*Local is defined as those being within a 60 mile radius of Fernley	
Will you accept less funding than requested? Yes ___ No ___	

**Project/Event Summary**

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

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

Will you accept less funding than requested?    Yes \_\_\_ No \_\_\_

**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:

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

Applicant: \_\_\_\_\_

Date: \_\_\_\_\_

Will you accept less funding than requested?    Yes \_\_\_ No \_\_\_