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

Project/Event Information		
Project Title: 20th Annual Roop County Days		
Name of Organization/Company: Roop County Cowboy Shooters Assoc.		
Mailing Address: P.O. Box5088		
City : Sparks	State: NV	Zip Code: 89432
Telephone: 775 849 7679	Email: tgalligan4090@charter,net	
Year Organization/Company Started: 1990		Tax ID# 86-0878047
Status Please select one: ☐ Non-Profit* ☐ Corporate ☐ Government ☒ Other: not for profit organization		
*Attach copy of 501(c) or Federal Non-Profit Certificate		
Applicant Information		
Applicant/Project Coordinator Name: Tim Galligan		
Title: President	Telephone: 775 849 7679	Email: tgalligan4090@charter.net
Project/Event Details		
Has this project/event been funded by the Fernley Convention & Tourism Authority Board in the past? ☒Yes ☐ No		
If yes, please list date of award and award amount: June 2015 $2320.00		
Date of Event: 9/7/2016	Date Work Will Begin: 6/1/2016	Date Work Will Conclude: 9/11/2016
Project/Event Location: Cowboy Pistol Range / Reno Fernley Tahoe Raceway		

Project/Event Overview

Provide an overview of the project/event including purpose, objectives, short and long term goals (using additional sheets as needed):

The objective is to expand the sport of Cowboy Action Shooting through our annual competition the club sponsors and produces. The sport is truly a family sport in that men, women and children participate. It will bring visitors from outside the area to northern Nevada and specifically the area in and around the town of Fernley.

This shoot was held at the Washoe county regional shooting facility until a number of years ago when we moved out to the Cowboy Pistol Range in Fernley. Our short term goal is to continue to attract out of town shooters to the area. Our long range goal is to expand the attendance and to increase the number of participants locally, regionally and nationally.

The event attracts competitors from California, Idaho, Utah, Washington and on rare occasion one shooter from Alaska.

* If previously funded: How many visitors attended? 120 How many vendors attended? 4

Project/Event Budget:

Total Budget: $6913.00

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

Please see attached spreadsheet which shows expenses for everything and those that conform with the grant guidelines

Total: $3500.00

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

Revenue from entry fees, side matches and raffle $6913.00
Revenue from Grant $2300.00

Total: $9213.00

Fernley Convention & Tourism Authority Grant Request

Amount Requesting: $3500.00	Amount of Matching Funds: $6913.00

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:		
Print/Media	**Amount Requesting**	**Total Amount Budgeted**
Banner(s)		
Billboard(s)		
Brochure	$450.00	$450.00
Design, Production & Development Fees	$200.00	$200.00
Direct/Bulk mail for promotion of visitor awareness		
Magazine		
Newspaper		
Radio		
Television		
Other (specify)	our national publication $450	$450.00
Internet/Website	$120.00	$120.00
Social Media		
Website Development		
Website Hosting Fees	$400.00	$400.00
Website Maintenance	$120.00	$120.00
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):
* We have joined the Fernley Chamber of Commerce and want tot work with the chamber to promote local events and services that would interest our guests to spend more time and money in the city of Fernley. The majority of the funds will be used for shooters awards and participation awards. The awards will be identified by the Fernley Convention and Tourism Authority as the event sponsor. With the help of the chamber, our shooters instruction booklet which describes the event will have local services and area events and acknowledge the sponsorship of the Fernley Convention and Tourism Authority. The event will also be advertised in our national publication.

Will you accept less funding than requested? Yes ☑ No ☐

Economic Impact	
Estimated # of Visitors: 120	What percentage are: 40 % Local* 20 % In-State Visitor 40 % Out of State Visitor
Estimated # of Participants: 70	What percentage are: 40 % Local* 20 % In-State Participants 40 % Out of State Participants
Explain in detail how attendance/participation will be measured: Through the actual event registration and tickets purchased for the awards dinner	
Estimate total nights that will be spent in Fernley as a result of this project/event: 196	
Explain how overnight stays will be measured: We take the registered participants, minus the RV's on site, minus the locals who commute to the event daily and we perform a head count for each. Estimated shooters 70X70% X4 nights at $70.00 each night = $14,700.00	
If applicable, # of previous Visitors/Participants for same or similar project/event: 110	What percentage were: 40 % Local* 20 % In-State 40 % Out of State
Describe method(s) used to measure previous attendance: Physically count participants, guests of participants and club members who helped but didn't register for the event	
Expected increase (if any) of visitors to Fernley as a result of project/event in comparison with previous years: 10 %	
Estimate and describe the overall economic impact to Fernley as a result of this project/event, using additional sheets as needed: Overnight stays - $14,700.00 Restaurant or grocery purchases - $1250.00 Fuel purchases - a lot of locals are coming from Reno daily and the fuel prices are much cheaper than they are in Washoe county. - $7500.00 Attendees will visit local casinos but we can't estimate that impact. Promotions involving the Chamber of Commerce to inform our participants and their guests about local services and events. We have no way to estimate the impact of this venture.	
Does the **actual** project/event create media exposure for Fernley?: ☑ Yes ☐ No	
If yes, what percentage is: 4 % Local* 16 % In-State 80 % Out of State	
Estimated number of people that will be exposed to the **promotion** of this project/event: 90,000	What percentage are: 2 % Local* 8 % In-State 90 % Out of State
Describe the type of anticipated media exposure: Our National publication the Cowboy Chronicle - 75,000 readers Our National website - 12,000 visitors monthly Our local website 250 visitors monthly	
*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:

The competitors from out of the area will become familiar with what the city of Fernley has to offer beyond our event. It will promote the raceway, hotels, casinos, restaurants and fuel stations. It will also continue to expand the awareness of our sport and our annual event. Our goal being to entice new shooters and expand the attendance at our annual match. The event will also make our out of town competitors more aware of our monthly matches which will in turn bring more people to the Fernley area on a monthly basis.

Our awards and shooters handbook will continue to advertise the event and the city of Fernley with the sponsorship of the Fernley Convention and Tourism Authority on each award and in the handbook

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

The funds will allow us to expand our advertising in our national publication and website. It will improve the quality of our awards which become an extension of the advertising when competitors leave the event. The shooters handbook will allow us to advertise the local business. the advertising and awards will have a positive effect for the attendance to the event and the local businesses will see a positive effect on their revenue.

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:

The event increases awareness of our area for tourism. It expands our family oriented shooting sport and it attracts outside visitors to our area over a four to seven day period. The effect will be increased awareness of our event and increase revenue for local businesses. It also expands the visibility of the Reno Tahoe Fernley Raceway and all it has to offer which may attract attendees to their events throughout the year.

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

Applicant: _____ Date: 5/19/2016

Tim Galligan

Will you accept less funding than requested? Yes ☑ No ☐

Roop County Days 2015

Fixed Costs				
P.O.Box			$10.66	
Rent			$250.00	
Insurance			$62.31	
Range up keep, maintenance & repairs			$150.00	
Sass & website fees			$55.69	
MONTLY COSTS				**$528.66**
FOOD				
Costco		09/04/15	$51.52	
Raleys		08/14/15	$77.84	
Walmart		09/04/15	$22.70	
Cash & Carry		08/20/15	$200.67	
Raleys		09/05/15	$15.06	
Scolari's		09/09/15	$43.29	
Walmart		09/12/15	$45.39	
Misc.				
Ice	Quik Stop	09/08/15	$23.52	
Ice	Quik Stop	09/10/15	$51.85	
Ice	Quik Stop	09/11/15	$32.07	
Ice	Quik Stop	09/10/15	$28.85	
Ice	Quik Stop	09/09/15	$23.52	
Ice Cream	Steve's	09/11/15	$63.00	
				$679.28
TOTAL FOOD				
Awards				
Lowes		06/15/15	$124.62	
Lowes		07/16/15	$240.49	
	Award Zone	09/04/15	$572.43	
Belt Buckles	Quality Lapel pins	08/12/15	$1,281.50	
	Glass W/ a twist	08/18/15	$348.75	
	Award Zone	09/13/15	$81.78	
	Quality Lapel pins	09/15/15	$63.75	
	Tandy leather	06/15/15	$86.95	
TOTAL AWARDS				**$2,800.27**
Printing &	Data Graphics	09/08/15	$210.00	
Office & Range Supplies	CVS	09/07/15	$12.41	
WEBSITE ADVERTIZING	Jackpot Jerry	1/15-12/15	$120.00	
BB's	Walmart	09/08/15	$8.49	
Targets	Lowes	09/09/15	$37.91	
Propane	Kruses	07/13/15	$18.84	
Dumpster	CDS	09/09/15	$288.00	
Potatoes	Bonanza Produce	09/05/15	$14.50	

Out Houses	KWS cash	09/13/15	$100.00
Printer Ink	Costco	08/21/15	$62.87
Repairs to tablets	Jackpot Jerry		$115.80
I pad repairs	Walmart	09/11/15	$21.33
Paint	Mountian hardware	8/21/15	$120.00
Equipment repair	Stones tire	08/03/15	$25.68
Targets	Cal Ranch	08/17/15	$51.60
Printing &	Vista Print	09/07/15	$23.38
Office & range supply	Office Depot	06/15/15	30.65

TOTAL OTHER STUFF **$910.56**

Income

Registration	$5,180.00
Cash received for side match, extra dinners and such	$88.00
Raffle	$1,645.00
TOTAL INCOME	**$6,913.00**

TOTAL COSTS **$4,918.77**

	PROFIT	$1,994.23
	Minus Raffle	$1,645.00
	Real profit	**$349.23**
Funds from FCTA		$2300..00
	acuall profit	$2,649.23