05-26-16P97948-ARNV

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

Project/Event Information		
Project Title: 2016 NSPRA National Senior Pro Rodeos		
Name of Organization/Company: Fernley Rodeo Association		
Mailing Address: PO Box 883		
City: Fernley	State: NV	Zip Code: 89408
Telephone: 775-980-9020	Email: fernleyrodeo@charter.net	
Year Organization/Company Started: 2012		Tax ID# 46-2280851
Status Please select one: ☐ Non-Profit* ☐ Corporate ☐ Government ■ Other: Volunteer Group		
*Attach copy of 501(c) or Federal Non-Profit Certificate		
Applicant Information		
Applicant/Project Coordinator Name: Gidget Kelsey		
Title: President	Telephone: 980-9196	Email: gkelsey3@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, $14,500		
Date of Event: 8/11-14/16	Date Work Will Begin: Oct 2015	Date Work Will Conclude: Oct 2016
Project/Event Location: Out of Town Park Rodeo Arena		

Project/Event Overview

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

The Fernley Rodeo Association (FRA) was formed in 2012 to host the NSPRA Senior Pro Rodeo annual event. The purpose of the FRA is to promote the sport of rodeo and preserve the western lifestyle. The event brings over 100 contestants from 9 western states, Canada and Australia to Fernley for 6 or more days to compete for points and prize money. The contestants stay in Fernley; some at the arena grounds and a vast majority in our hotels. Their dollars are spent in our community for food, gas and trinkets. In conjunction with the rodeos, there will be: a Calcutta held on Friday 8/12 at Out of Town Park; a dinner and concert held at the arena on Friday 8/12; and the ever popular Mutton Bustin' will be held during intermission on both Saturday and Sunday at the arena. There will be food and craft vendors on Saturday and Sunday. Our Fernley Rodeo Royalty have been traveling in and out of the state since September promoting Fernley at rodeo events, parades, and other western functions, and promoting the City of Fernley year round. They have volunteered time at schools and events, promoting the western way of life, learning to be spoke persons and exhibiting all that Fernley has to offer. Our short term goals are to promote visitors to Fernley year round, increase attendance and participation to the event which in turn, will increase revenue within the community. Our long term goals is to preserve the sport of rodeo, increase the number of events held each year and make Fernley recognized as a great place to visit year round. Additionally, our youth are very important and we are giving back in time, resources and money. We support our Fernley High School and Junior Rodeos, the Boys and Girls Club of Fernley, 4-H and other groups as we can.

* If previously funded: How many visitors attended? __900__ How many vendors attended? _22___

Project/Event Budget:

Total Budget: $58,460.00

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

Advertising Radio $2,000. Television $4,000. Print media $1,250.
Design, Production, Development $4,750. Event Banners $1,200.
Printing Admission Tickets $125. Free Kids Tickets $125. Programs $2,500.
Rodeo Event Expenses: Event Hosting Fees $500. Stock Contractor $17,500.
Judges $3400. Announcer $1,000. Added Money $4,700. Buckles $400.
Engraving on Buckles $50. Emergency Personnel $500.
Rodeo Queen/Princess $1,000. Mutton $500.
Hay, Water trough rental, etc $1,500. City Fees (stalls, dry camping, etc) 4200.
Beer and Soda costs $1,000. Arena Help $200. Fuel for Equipment $500.
Misc. Garbage Bags, etc. $200. Water Truck Driver $500.
Dinner and Concert $3000.00
Operating Expenses: PO Box rental $60. pplies $200. Insurance $1,000.

SEE ATTACHED PROJECT BUDGET SHEET

Total: $58,460.00

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

Admission Tickets: $4500
Sponsorships: Event Sponsors $7500. Arena Banners $2000 Queens $1500 Mutton Bustin $500 Calcutta Sponsor $750 Program Ads $4500
Stall Fees $7200 (Dry Camping fees are a pass through directly to the City)
Entries: Rodeo Entry Fees $5500. Mutton Bustin' $400
Beer & Soda Sales: $3000
Fundraisers: Raffle Tickets $2500 Dinner & Concert $4500
Grants: $15000

SEE ATTACHED PROJECT BUDGET SHEET

Total: $59,350.00

Fernley Convention & Tourism Authority Grant Request

Amount Requesting: $15,000	Amount of Matching Funds:

Will you accept less funding than requested? Yes _x__ No ___

FERNLEY RODEO ASSOCIATION
2016 NSPRA Fernley Rodeo Budget

Income:			
Admission Tickets		$ 4,500.00	
Sponsorships			
Arena Banners		$ 2,000.00	
Event Naming Sponsor		$ 7,500.00	
Calcutta Sponsor		$ 750.00	
Queens Sponsorships		$ 1,500.00	
Mutton Busting Sponsor		$ 500.00	
Program Ads		$ 4,500.00	
Stall Fees		$ 7,200.00	
Contestant Entry Fees		$ 5,500.00	
Beer & Soda Sales		$ 3,000.00	
Dinner and Concert		$ 4,500.00	
Mutton Busting Entry Fees	40*10	$ 400.00	
Raffle Tickets		$ 2,500.00	
Grants		$ 15,000.00	
	Total Income		$ 59,350.00
Expenses:			
Advertising			
Radio		$ 2,000.00	
Television		$ 4,000.00	
Print media		$ 1,250.00	
Design, Production, Development		$ 4,750.00	
Event Banners		$ 1,200.00	
Printing			
Admission Tickets		$ 125.00	
Free Kids Tickets		$ 125.00	
Programs		$ 2,500.00	
Rodeo Event Expenses			
Event Hosting Fees		$ 500.00	
Stock Contractor		$ 17,500.00	
Judges		$ 3,400.00	
Announcer		$ 1,000.00	
Added Money		$ 4,700.00	
Buckles		$ 400.00	
Engraving on Buckles		$ 50.00	
Emergency Personnel		$ 500.00	
Rodeo Queen/Princess		$ 1,000.00	
Mutton		$ 500.00	
Hay, Water trough rental, etc		$ 1,500.00	
City Fees (stalls, dry camping, etc)		$ 4,200.00	
Beer and Soda costs		$ 1,000.00	
Arena Help		$ 200.00	
Fuel for Equipment		$ 500.00	
Misc. Garbage Bags, etc.		$ 200.00	
Water Truck Driver		$ 500.00	
Calcutta		$ 500.00	
Dinner and Concert		$ 3,000.00	
Operating Expenses:			
PO Box rental		$ 60.00	
Sec. of State/Federal Filing Fees		$ 100.00	
Supplies		$ 200.00	
Insurance		$ 1,000.00	
	Total Expenses		$ 58,460.00
	Min. Projected Profit		$ 890.00

Tracked Volunteer Hours

2015	3208 hours @ $20 per hour	$ 64,160.00
2016 to date	844	$ 16,880.00

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)	1200	1200
Billboard(s)		
Brochure		
Design, Production & Development Fees	4750	4750
Direct/Bulk mail for promotion of visitor awareness		
Magazine		
Newspaper	1250	1250
Radio	2000	2000
Television	4000	4000
Other (specify)		
Internet/Website		
Social Media		
Website Development		
Website Hosting Fees		
Website Maintenance		
Website Redesign		
Other (specify)		
Other	17500 - Stock	17500 Stock
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):

Print Advertising, radio and tv ads have/will occur in community newspapers, including Reno-Gazette Journal, Leader-Courier, Lahontan Valley News, MailBoxNews, Reno Rodeo Program, the Wolf, KHWG, Charter media, KOLO TV, NSPRA website, NSPRA Publications, FRA website, Chamber of Commerce website, FaceBook, Posters and Banners. All media will include the City of Fernley and the Fernley Convention and Tourism Authority as a sponsor/supporter of the event.

Will you accept less funding than requested? Yes _x__ No ___

Economic Impact	
Estimated # of Visitors: 1000	What percentage are: 50 % Local* 30 % In-State Visitor 20 % Out of State Visitor
Estimated # of Participants: 150 a day	What percentage are: 10 % Local* 20 % In-State Participants 70 % Out of State Participants

Explain in detail how attendance/participation will be measured:

Ticket stubs, contestant entries and gate surveys

Estimate total nights that will be spent in Fernley as a result of this project/event: 6 nights or more

Explain how overnight stays will be measured:

Direct contact with the hotels for room counts, and tally of dry camping permits issued.

If applicable, # of previous Visitors/Participants for same or similar project/event: 800	What percentage were: 50 % Local* 30 % In-State 20 % Out of State

Describe method(s) used to measure previous attendance:

Ticket stubs and entries.

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:

We have increased the number of rodeos to 5. This has increased the number of room nights and sales at our restaurants and other supportive businesses. Many of the contestants book a room at a local hotel as the venue has no amenities. They purchase fuel, food services, livestock services and we have seen them shop for antiques, art and other services. In 2015, we had contestants come from Australia. They returned last year in greater numbers and we expect to have them back this year. A group from Spain (59 people) chose our Fernley rodeo as a stop on their visit to the US. They stayed overnight and we have had continued contact with them and they are sharing their experience in Fernley with the world.

Does the **actual** project/event create media exposure for Fernley?: ■ Yes ☐No

If yes, what percentage is: 40 % Local* 10 % In-State 50 % Out of State

Estimated number of people that will be exposed to the **promotion** of this project/event: 500,000	What percentage are: 40 % Local* 10 % In-State 50 % Out of State

Describe the type of anticipated media exposure:

Advertising in the print media, on the radio and tv and on the internet reaches well over 500,000 people throughout the western states and Canada. Not all are interested in the sport, but the ads will draw attention to Fernley and the area amenities. Our increased advertising draws more contestants and visitors. Our contestants are our advertisers as well - they are welcomed in Fernley and they tell their friends and families what a great place Fernley is to visit.

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

Will you accept less funding than requested? Yes _x__ No ___

Project/Event Summary

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

Rodeo in itself promotes the western rural Nevada lifestyle that many residents still participate in today - ranching, livestock, horsemanship and family values. Residents that live here enjoy showcasing this lifestyle. Visitors enjoy the warm and welcome hospitality, an opportunity to explore a rural community and to travel to an event which is family friendly. Repeat visitors are on the increase as has been evidenced by the number of attendees. Businesses which sponsor and support the event have been on the increase as they have seen an increase in sales during the event.

We give away free admission to all 12 and under, making attending the event economically feasible for the entire family.

Vendors come and display/sell their wares, giving the community an opportunity to see what is offered in Fernley and the surrounding area.

The Fernley Chamber of Commerce recognized the FRA and the Senior Pro Rodeo event as the 2016 Event of the Year, for bringing visitors and revenues into Fernley.

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

The Fernley Rodeo Association was established in October 2012 to ensure the continuance of this and other annual events. Although we are gaining support from the business and community, we are still in need of grant monies to meet the expenses of putting on such a large event. By adding the extra two days of rodeo for 2015, we gained attendance and admission revenue. Participants who attend Fernley's rodeos can now qualify for national finals without having to travel to other states. In order for the event to become self-sustaining, we must grow and attract sponsorships from businesses both within and outside of the community. As the event gains added exposure, annual attendance will increase. Sponsorship and admission sales to the rodeo will then be able to support the cost of the rodeo stock and support services.

Will you accept less funding than requested? Yes _x__ 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 NSPRA rodeos have been a long running annual event in Fernley. Currently, we are the only Northern Nevada venue and we are the closest venue for Northern California. The theme promotes the western traditional lifestyle which the City of Fernley promotes. Information obtained from our hotels and other businesses show that we do bring visitors who stay in our hotels and spend money in Fernley. This event is the building block to bringing a special event appealing to residents, businesses and tourists to Fernley on an annual bais, making this the place to be every year. As evidenced by the visitors coming from Australia and now Spain, Fernley and the NSPRA Rodeos have now found international recognition.

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

Applicant: _____ Date: 5-25-16

Will you accept less funding than requested? Yes _x__ No ___