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

Project/Event Information		
Project Title: DFT- Defensive Firearms Training		
Name of Organization/Company: DFTraining LLC		
Mailing Address: P.O. Box 2303		
City : Fernley	State: NV	Zip Code: 89408
Telephone: 775-224-7644	Email: rudy@dftraining.com	
Year Organization/Company Started: 2007		Tax ID# 46-5244571
Status Please select one: ☐ Non-Profit* X☐ Corporate ☐ Government ☐ Other:		
*Attach copy of 501(c) or Federal Non-Profit Certificate		
Applicant Information		
Applicant/Project Coordinator Name: Rudy Waldinger		
Title: Owner/ President	Telephone: 559-217-1124	Email: rudy@dftraining.com
Project/Event Details		
Has this project/event been funded by the Fernley Convention & Tourism Authority Board in the past? X☐Yes ☐ No		
If yes, please list date of award and award amount: 2/04/2016 $3,280		
Date of Event: July 1, 2016	Date Work Will Begin: July 1, 2016	Date Work Will Conclude: Dec 31, 2016
Project/Event Location: Fernley 95A Speedway Gun Range		
Project/Event Overview		

Rudy Waldinger has moved his company to Fernley Nevada.

Rudy brings real world experience and a cast adrenal of expertise to Defensive Firearms Training. He is a decorated combat veteran.

He came to the United States from Austria in 1996. He lives in Fernley and is retired from working as a Foreign Service National. He has over 25 years of experience in personal security, including 15 years as a Foreign Service National for the United States Embassy in Austria. Before this, he served in the Austrian Army as a Jagdkommando (hunting Commando, equivalent to U.S Army Rangers) and as a Drill Instructor for their Drill team.

Rudy was trained in counterterrorism by the Grenz Schutz Gruppe 9 (GSG-9) in Germany, by the British Special Air Service (SAS) and by the United States State Department Mobile Training Team.

As Foreign National Service for the U.S Embassy, Rudy's specialty was protecting the women and children of high-ranking U.S Diplomats. He also worked as private security for celebrities, including Whitney Houston and Tina Turner during their travel abroad.

Rudy is a competitive shooter nationally-recognized in handgun (revolver), rifle, shotgun and three gun categories by the United States Practical Shooting Association (USPSA) and by the International Confederation of Revolver Enthusiasts (ICORE). He ranks in Master in both organizations.

In Europe, Rudy won several national and European titles in handgun, shotgun, rifle and three gun through the IPSC. He maintains his proficiency by training daily at the range.
Rudy is the Range master for DFT lasses that are available at the Fernley 95A Speedway. We have classes ranging from CCW, women's defensive handgun to combat handgun classes.

Project/Event Budget:

Total Budget:

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

Advertising- $20,000
Staff- $64,800
Range Clean-up $5,000
Supplies- $110,000

Total:
$199,800

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

Course Fee's- $432,000

Total:
$432,000

Fernley Convention & Tourism Authority Grant Request	
Amount Requesting: $20,000	Amount of Matching Funds: $20,000

Grant Budget--Advertising

Will requested funds be used for advertising? ☐X Yes ☐No

If Yes, please designate what you will be advertising: ☐X Resources in Fernley ☐ Accommodations in Fernley ☐X 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)	$2,025	$2,025
Billboard(s)	$5,000	$5,000
Brochure	$7,800	$7,800
Design, Production & Development Fees	$5,000	$5,000
Direct/Bulk mail for promotion of visitor awareness	$12,500	$12,500
Magazine		
Newspaper		

Radio	$5,000	$5,000
Television	$5,000	$5,000
Other (specify)		
Internet/Website	$3,000	$3,000
Social Media	$3,000	$3,000
Website Development		
Website Hosting Fees		
Website Maintenance		
Website Redesign		
Other (specify)		
Other		
Explain in detail:		

Grant Budget--Sponsorship

Are you requesting project/event sponsorship? ☐ XYes ☐No

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

Fernley Grant Funds will be used to promote DFT. This is a great program to learn gun safety and control. We will be placing posters/schedules all around Northern Nevada and California businesses including all gun shops and dealers. We are looking into radio and television air time as well.

Economic Impact

Estimated # of Visitors:3,500	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:

We will be having a lot of out of towners coming into Fernley to take classes. We will be working with all local motels to make accommodations for people. Most people who take these courses take a 2-3 day classes so will be in Fernley for days at a time.

Estimate total nights that will be spent in Fernley as a result of this project/event: up to 75

Explain how overnight stays will be measured: We will have a lot of people coming in from out of town or other countries to take these courses. Those who take these classes will take multiple day classes in which they will be in Fernley for days at a time.	
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: New Business	
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 Having Rudy in Fernley is a huge asset. Rudy is well known in California and other countries as a range-master, he teaches people how to defend themselves and how to handle all sort of weapons. With him being here we will now have a local gun range that locals and surrounding towns will feel comfortable coming too. The economic impact will be huge also. Rudy has clients from other countries including Europe and Asia in which are looking to come to Fernley to take classes. This will improve all hotels in Fernley along with restaurants and casinos. We are looking into purchasing air time at local radio and television stations to promote Rudy. The website and social media will reach worldwide with followers.	
Does the **actual** project/event create media exposure for Fernley?: ☐X Yes ☐No	
If yes, what percentage is: ___% Local* ___% In-State ___% Out of State	
Estimated number of people that will be exposed to the **promotion** of this project/event:	What percentage are: ___% Local* ___% In-State ___% Out of State
Describe the type of anticipated media exposure: We are working with local and nearby gun shops and shows to promote DFT, by putting posters up in all areas. We will also be working with local radio and television stations to promote DFT classes.	
*Local is defined as those 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:

Having Rudy in Fernley is a huge asset. Rudy is well known in California and other countries as a range-master, he teaches people how to defend themselves and how to handle all sort of weapons. With him being here we will now have a local gun range that locals and surrounding towns will feel comfortable coming too.

The economic impact will be huge also. Rudy has clients from other countries including Europe and Asia in which are looking to come to Fernley to take classes. This will improve all hotels in Fernley along with restaurants and casinos.

Fernley has 200+ rooms which will accommodate 400-500 people. We will be working with local morels to make arrangements on people staying here in Fernley. There will be some RV campers that will stay in town as well. Food and beverage will be available but most of the people will want to wat at the local restaurants. Following the gun courses Fernley's casinos will provide the balance of fun and entertainment.

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

The Fernley Grant money would be used to promote and bring businesses to Fernley. This grant would allow us to advertise and promote DFT being in Fernley, in which would get people form out of town into Fernley. In order for DFT to be a success we would have to advertise early and as often as we can. Without this grant we will be unable to promote DFT and Fernley.

Our prime market is Northern Nevada and our secondary market is organized tours in which will include people from Asia, Canada, and Europe. 75% of business will be foreign nationals, these people will stay 3-4 nights' average in Fernley.

Justification

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

The DFT gun/rifle range will be a huge success here in Fernley. We will be offering classes such as CCW, Women's defensive handgun, combat handgun ect. These classes are beneficial to anyone who owns a gun. With this grant we will be able to advertise and promote a place that is local and safe. With all of Rudy's knowledge there isn't one person that cannot learn something from one of these classes. We anticipate getting a lot business not only form locals but from other countries all over the United States.

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

Applicant: _____ Date: 5/24/2016