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

Project/Event Information

Project Title: 27th Annual Fernley Junior Rodeo

Name of Organization/Company: Fernley Junior Rodeo Association

Mailing Address: PO Box 24

City: Fernley	State: NV	Zip Code: 89408
Telephone: 775-980-9196	Email: gkelsey3@charter.net	
Year Organization/Company Started: 1990		Tax ID# 80-0168207

Status Please select one: ■ Non-Profit* ☐ Corporate ☐ Government ☐ Other:

*Attach copy of 501(c) or Federal Non-Profit Certificate

Applicant Information

Applicant/Project Coordinator Name: Gidget Kelsey

Title: Treasurer	Telephone: 775-980-9196	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 $5250

Date of Event: July 16-17, 2015	Date Work Will Begin: July 1, 2016	Date Work Will Conclude: July 20, 2016

Project/Event Location: Out of Town Park, drawing participants from NV, CA and OR

Project/Event Overview

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

The purpose of the Fernley Junior Rodeo is to promote the sport of rodeo for children. The FJR is a long standing annual event that encourages young people to participate in the sport of rodeo. There are over 10 events for children 0 to 17 years of age. These children often do not get to participate in rodeo because of the lack of events in the area. It prepares young cowboys and cowgirls to participate in the Junior rodeo circuits, High School Rodeo, College Rodeo and eventually Pro Rodeo. This year's event includes a jackpot roping and barrel race. The intention is to invite people into the community Friday night that either usually come only for the day of scheduled event or do not attend for lack of activities for older individuals. The additional activites are open to all ages and typically draw more participants as the parents are able to show off their rodeo skills as well. The FJR is a tradition in the community and the FJRA is looking to foster the current program and expand it's boundaries to increase popularity amongst both those that participate in rodeo and the spectators that enjoy viewing the events. The long term goal of the FJRA is to promote and preserve the sport of rodeo with the youth. Rodeo in the west is a tradition and as rural areas become more urbanized, interest in such activities dwindle. The FJR has a reputation of being one of the best events in the Junior Rodeo circuit because it is in a very centrally located venue and because it is a participant-friendly event. The short term goals are to continue to draw more participants and attendance. FJRA has plans to continue to grow this event including adding a BBQ and karokee night and add additional vendors and participants who will plan an extended stay at the venue and in Fernley. It is also the intent of the FJRA to continue exposing the community youth and other individuals to the sport of rodeo and promote awareness within Northern Nevada and specifically, Fernley.

* If previously funded: How many visitors attended? __300_ How many vendors attended? __5___

Project/Event Budget:

Total Budget: $27,815

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

Operating:
PO Box Rental $60.00
Secretary of State Filing/Federal Filing $200.00
Miscellaneous Supplies $200.00

Awards:
All Around Saddles $5200.00
All Around Pee Wee Buckles $200.00
1st Place Buckles $4000.00
2nd Place Awards $1950.00
3rd Place Awards $1300.00

SEE ATTACHED PROJECT BUDGET SHEET

Total: $27,815.00

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

Entries:
Event Entry Fee $10,000.00
Day Use $1000.00

Sponsorships:
All Around Event Sponsor $2000.00
Event Sponsor $3000.00
Gold Sponsor $3000.00
Silver Sponsor $1500.00
Bronze Sponsor $1500.00

Fundraiser:
Raffle Tickets $250.00

SEE ATTACHED PROJECT BUDGET SHEET

Total: $27,835.00

Fernley Convention & Tourism Authority Grant Request

Amount Requesting: $5,500.00	Amount of Matching Funds: Not Required, FJRA is a non-profit

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

FERNLEY JUNIOR RODEO ASSOCIATION
2016 Budget

Income:		
Contestant Entry Fees	$ 10,000.00	
Day Use	$ 1,000.00	
Sponsorships		
All Around Event Sponsor	$ 2,000.00	
Event Sponsor	$ 3,000.00	
Gold Sponsor	$ 3,000.00	
Silver Sponsor	$ 1,500.00	
Bronze Sponsor	$ 1,500.00	
Fundraisers		
Silent Auction	$ 500.00	
Raffle Tickets	$ 250.00	
50/50 Raffle	$ 50.00	
Miscellaneous		
Memberships	$ 35.00	
FCTA Grant	$ 5,000.00	
Total Income		$ 27,835.00
Expenses:		
Advertising		
Sponsor Letters	$ 250.00	
Postage	$ 200.00	
Entry Forms	$ 200.00	
Postage - Entry	$ 150.00	
Program/Day Sheets/Timer Sheets	$ 900.00	
Poster/Flyers	$ 500.00	
Postage - Posters/Flyers	$ 100.00	
Publication Advertising	$ 2,000.00	
National Print Ads	$ 800.00	
Awards		
All Around Saddles	$ 5,200.00	
All Around Pee Wee Buckles	$ 400.00	
1st Place Buckles	$ 4,000.00	
2nd Place Awards	$ 1,950.00	
3rd Place Awards	$ 1,300.00	
4th Place Awards	$ 1,000.00	
Pee Wee Awards 2nd - 5th Places	$ 450.00	
Family Events/T shirts	$ 700.00	
1 - $500 College Scholarships	$ 500.00	
Jackpot Event		
Roping	$ 1,000.00	
Rodeo Overhead		
Mutton	$ 300.00	
Insurance	$ 525.00	
Portable Restrooms	$ 330.00	
Tractor	$ 300.00	
Water Truck	$ 300.00	
Trash Dumpster	$ 100.00	
Stock	$ 4,500.00	
Announcer	$ 200.00	
Operating Expenses:		
PO Box rental	$ 60.00	
Sec. of State/Federal Filing Fees	$ 200.00	
Supplies	$ 200.00	
Total Expenses		$ 27,815.00

Tracked Volunteer Hours

7	people x 12 meetings x 2 hours per meeting	168
30	people x 20 hours for rodeo	600
		768
768	hours at $20 per hour	$ 15,360.00

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)		
Billboard(s)		
Brochure		
Design, Production & Development Fees		
Direct/Bulk mail for promotion of visitor awareness	$350	$450
Magazine	$800	$800
Newspaper	$2000	$2000
Radio		
Television		
Other (specify)	$900	$900
Internet/Website		
Social Media		
Website Development		
Website Hosting Fees		
Website Maintenance		
Website Redesign		
Other (specify)		
Other	$4500 - Stock	$4500 - 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 has/will occur in the Roper Sport News, local and surrounding community newspapers including the Reno Gazette Journal, MailBoxNews, Fernley Leader/Courier, Lahontan Valley News, Sierra Sun, Lodi-Sentinel, Elko Daily Free Press, Humbolt Sun, Lovelock Review-Minor, Mineral County Independence News and other local communications. FJRA has a website and a social networking page on which the advertisements will be placed. There will also be a direct mail to companies and businesses accociated with rodeo. Posters and banners will be made to advertise the event locally.

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

Economic Impact	
Estimated # of Visitors: 350	What percentage are: 50 % Local* 40 % In-State Visitor 10 % Out of State Visitor
Estimated # of Participants: 175	What percentage are: 50 % Local* 40 % In-State Participants 10 % Out of State Participants

Explain in detail how attendance/participation will be measured:

Entry fee forms will be tallied. Direct count of spectators. Advertising of additional events for senior teens and the family will draw additional participants.

Estimate total nights that will be spent in Fernley as a result of this project/event: 2 nights per family

Explain how overnight stays will be measured:

Most will arrive on Friday and will stay through Sunday afternoon. Although many stay with their animals at the venue, many also will book a room to shower and get out of the hot sun and dust at the rodeo.

If applicable, # of previous Visitors/Participants for same or similar project/event:	What percentage were: 50 % Local* 40 % In-State 10 % Out of State

Describe method(s) used to measure previous attendance:

Tally of entry fees and visual count of spectators.

Expected increase (if any) of visitors to Fernley as a result of project/event in comparison with previous years: 5%

Estimate and describe the overall economic impact to Fernley as a result of this project/event, using additional sheets as needed:

The Junior Rodeo draws upward of 60 families from out of the area to Fernley, in addition to the 90 families who live in Fernley and surrounding areas (Fallon, Wadsworth, Silver Springs) for 3 days. Participants will frequent local restaurants, grocery stores, tack and feed stores and gas stations. Many will stay in hotel rooms for 2 nights in order to have amenities not available at the rodeo venue. We expect to see participants coming from areas such as Winnemucca, Lovelock, Elko, Yerington, Smith Valley, Bridgeport, Truckee and CA, ID and OR rural areas.

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

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

Estimated number of people that will be exposed to the **promotion** of this project/event: 100,000	What percentage are: 50 % Local* 40 % In-State 10 % Out of State

Describe the type of anticipated media exposure:

Viewership of surrounding city and county publications and those out of state is upward of 100,000. Not all of these individuals may be interested in the sport but the advertising will draw attention to the event and to Fernley and the amenities it offers. With the addition of events, additional advertising will be place in more publications geared toward rodeo participants over the age of 13. We expect additional attendance with added advertising and changes to the structure of the program. By advertising in cities and with organizations involved in rodeo, we expect to target individuals that participate in the event as well as enjoy viewing the sport.

*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:

Visual spectator counts show that we have in excess of 150 people per day attending this event. This is in addition to the the 60+ participants and their families. By advertising in other cities and with other organizations involved with rodeo, we will target individuals that participate in the event as well as increase the spectators. The majority of participants range in ages 5 to 12. These children travel with parents and often have friends and family that come from surrounding areas to support their efforts. FJRA expects to gain participant and spectators both from local and surrounding areas with the expanded events and more far reaching advertising efforts. Participants and their families will frequent local restaurants, grocery stores, tack and feed stores and gas stations. Many will stay in hotel rooms for two nights in order to have amenities not available at the actual event.

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

The FJRA is comprised of a few adult volunteers who have the desire to promote the sport of rodeo to the youth in the community and other rural areas. Although local businesses buy sponsorships in our program, grant funding is needed to the gap between what can be raised and what is needed to ensure that a quality event is presented in Fernley.

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 Fernley Junior Rodeo event is one of the largest annual events that brings people to Fernley. These visitors spend money on hotel rooms, restaurants, stores and gas stations. This event benefits our youth, the community and our economy. The hospitality shown by our businesses and the local families who participate ensures that the visitors return to Fernley, not just for rodeo, but to see other events Fernley has to offer.

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 ___