FERNLEY CONVENTION AND TOURISM AUTHORITY

APPLICATION FOR GRANT OR MATCHING GRANT FUNDS

Project/Event Information

Project Title: Fernley Farmer's Market

Name of Organization/Company: 3rd & Curry St. FM DBA Fernley FM

Mailing Address: 1105 Elm Street

City: Carson City	State: Nevada	Zip Code: 89703
Telephone: 775 720-7789	Email: marrone1012@yahoo.com	
Year Organization/Company Started: 2008		Tax ID# 564-72-1813

Status Please select one: ☐ Non-Profit* ☐ Corporate ☐ Government ☑ Other: Event Cooridnator

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

Applicant Information

Applicant/Project Coordinator Name: Linda Marrone

Title: Market Manager	Telephone: 775 720-7789	Email: marrone1012@yahoo.com

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: Jan - June 2015 $2,200

Date of Event: 6/8 - 9/13/2016	Date Work Will Begin: 7/1/2016	Date Work Will Conclude: 9/13/2016

Project/Event Location: Fernley First Baptist Church 485 E. Main in the parking lot

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 FM purpose is to provide farm fresh fruits, vegetables, honey, eggs, jams, jellies and baked goods to the community. Now more than ever, farmers markets serve as anchors across American cities, positively influencing community health and well being. FM stimulate local economies as well as help preserve farmland and rural livelihoods. Our objective is to increase consumption, production and distribution of locally grown fruits, vegetables, herbs, and honey while supplementing the nutritional needs of Nevada's low income SNAP recipients and seniors through the Senior Farmers' Market Program. Our short and long term goal is to keep the market open and running as a valuable asset to the community.

RECEIVED
MAY 27 2016

* If previously funded: How many visitors attended? 3-5002 How many vendors attended? 12?

Project/Event Budget:

Total Budget:

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

Business License $125
Insurance $250
Banner $ 90
Signs $130
Mailbox News $560
Ad in Leader Courrier $560
Musician $700
Supplies & Printing $100

Total: $2,515

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

Vendors fee $3,430
Requested Grant Monies $2,040

Total: $5,470

Fernley Convention & Tourism Authority Grant Request

Amount Requesting: $2,040	Amount of Matching Funds: Out of Pocket Expenses

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)	$90	$90
Billboard(s)		
Brochure		
Design, Production & Development Fees		
Direct/Bulk mail for promotion of visitor awareness		
Magazine		
Newspaper	$1,120	$1,120
Radio		
Television		
Other (specify) Signage	$130	$130
Internet/Website		
Social Media		
Website Development		
Website Hosting Fees		
Website Maintenance		
Website Redesign		
Other (specify)		
Other		
Explain in detail:	$1,340	$1,340

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):

The grant funds will be utilized to advertise and promote the Fernley Farmers Market through signage on site, banner on site and ads in the Leader-Courier and Mailbox News.

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

Economic Impact

Estimated # of Visitors: 300-500	What percentage are: 90 % Local* 10 % In-State Visitor ___% Out of State Visitor
Estimated # of Participants: 15	What percentage are: 99 % Local* ___% In-State Participants 1 % Out of State Participants

Explain in detail how attendance/participation will be measured:

You can do a head count on the 1/2 hour and multiply that by the hours you are open.

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: 300-500	What percentage were: ? ___% Local* ___% In-State ___% Out of State

Describe method(s) used to measure previous attendance:

Head count on the 1/2 hour and tally the numbers for an estimate.

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:

Farmers Markets are good business for the community. They increase access to fresh nutritional food, they preserve rural farmland and Nevada's rural livelihood and stimulate local economy and the businesses in close proximity to the market. Market vendors educate their customers by discussing farming practices, nutrition and how to prepare lots of the produce they sell. Markets have the benefits of teaming up with local non-profits in the community and help them get the word out about their project. Studies show that shoppers have three times as many social and informational encounters at a Farmers Market than they do at a supermarket. Locally owned retailers such as farmers markets and their vendors, return more than three times as much of their sales to the local economy than do chain competitors.

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

If yes, what percentage is: 80 % Local* 20 % In-State ___% Out of State

Estimated number of people that will be exposed to the promotion of this project/event: 18,000	What percentage are: 80 % Local* 20 % In-State ___% Out of State

Describe the type of anticipated media exposure:

Advertising in the Leader-Courier, Mailbox news and running in the Calendar section of the local papers. We are listed in the Nevada Grown web page, the Farmers Market section of the Reno/Tahoe Edible and the Fernley Farmers Market FB page

*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 Fernley Farmers Market improves the local economy through the creation of an outdoor market where local and regional growers, bakers, and artisans have an avenue to sell their product, this in turn draws people to the venue in town. As demand grows for fresh local food and shoppers seek relationships with farms that make such food possible, farmers markets are bolstering local economics in communities large and small. Shopping at a farmers market is more than a simple transaction. It's a way to build your community, meet your neighbors and increase access to healthy fresh food. Markets are an attraction for people traveling and living in areas close to them.

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

Receiving grant funding will help the market get the word out about the new location, day and hours of operation. It will help with signage that can be used in years to come.

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 payback will be residents of Fernley being able to buy fresh produce from local and regional farms while stimulating the local economy and strengthening community bonds. Any funding the market receives will be appreciated and helpful to sustain the continuity of the Fernley Farmers Market.

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

Applicant: Linda marrone Date: 5/27/16

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