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

Project/Event Information		
Project Title: Main Street Banners		
Name of Organization/Company: Fernley Chamber of Commerce		
Mailing Address: 70 N. West Street		
City : Fernley	State: NV	Zip Code: 89408
Telephone: 775-575-4459	Email: fernleychamber@sbcglobal.net	
Year Organization/Company Started: 02/27/1981		Tax ID# 88-0173860
Status Please select one: X☐ Non-Profit* ☐ Corporate ☐ Government ☐ Other:		
*Attach copy of 501(c) or Federal Non-Profit Certificate		
Applicant Information		
Applicant/Project Coordinator Name: Tracy Jo Johnson		
Title: Board President	Telephone: 775-575-4519	Email: tracy.johnson@nsbank.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 $5,800		
Date of Event: July 1, 2016	Date Work Will Begin: July 1, 2016	Date Work Will Conclude: Dec 31, 2016
Project/Event Location: Downtown Main Street		
Project/Event Overview		

Street scapes have a significant effect upon how people perceive and interact with their community. Tourism organizations and landscape architects have long valued the use of decorative banners on streetlights, visible day and night to encourage pedestrian traffic.

Research has shown that improvements to the physical appearance of a downtown corridor, such as a main street, mirrors a more natural environment, thus encouraging visitors to travel to the are both for scheduled events and static displays. The result is an economic infusion benefiting both retail and accommodation operations.

These banners will attract participants, traffic, and audiences to rodeo's, arts and craft programs, staged performances, and patriotic celebrations. Fernley sports facilities host regional competitions, and world- renown venues for vehicular racing. All of these are proven draws to utilize RV and motel properties as well as both stand alone and casino eateries and other businesses serving the tourist industry.

Project/Event Budget:

Total Budget:

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

5 3' X 30' Long Banners to be hung downtown Fernley promoting special events.

Hardware for 2 poles.

Total:
$3,000

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

$3,000 from Fernley Convention & Tourism Authority.

Total:
$3,000

Fernley Convention & Tourism Authority Grant Request	
Amount Requesting: $3.000	Amount of Matching Funds: $3.000

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)	$3,000	$3,000
Billboard(s)		
Brochure		
Design, Production & Development Fees		
Direct/Bulk mail for promotion of visitor awareness		
Magazine		
Newspaper		
Radio		

Television		
Other (specify)		
Internet/Website		
Social Media		
Website Development		
Website Hosting Fees		
Website Maintenance		
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):

Fernley Grant Funds will be used to purchase the long banners & pole kits.

Economic Impact

Estimated # of Visitors:11,000	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:

NDOT Annual Traffic Counts & word of mouth, positive regarding banners, chamber survey.

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

Explain how overnight stays will be measured:

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:	
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: According to the 2015 UNR Marketing Study banners and streetscapes have a positive impact and priority for residents to improving our appearance for tourism.	
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:	
*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:

To quote the Downtown Fernley Revitalization Project Final Planning Study dated 5/14, "downtown Fernley is the epicenter for businesses in the City of Fernley." The banners will also provide additional visual interest.

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

The Fernley Chamber of Commerce would like to continue the "Banner Project" that we have started. Without the grant we will be unable to continue this project.

These banners will be 3' X 30' and will go across downtown Fernley to promote special events like the 4th of July, The Lantern Fest, Happy Holidays etc.

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 Banner project should be selected as it will be a permanent fixture within the city and will continue to promote what is available within and around Fernley. The banners will display special events that benefit the Fernley Community and out guests.

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

Applicant: Aluma Pepp Date: 5.24.16