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

Project/Event Information		
Project Title: Fernley 95A Speedway		
Name of Organization/Company: KWS/ Northern Nevada Motorsports		
Mailing Address: P.O. Box 2303		
City : Fernley	State: NV	Zip Code: 89408
Telephone: 775-224-7644	Email: fernley95aspeedway@outlook.com	
Year Organization/Company Started: 2013		Tax ID# 1015622500-001
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: Dan Simpson		
Title: Owner/ President	Telephone: 775-224-7644	Email: fernley95aspeedway@outlook.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 $5,160.00		
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		

Project/Event Overview

Fernley 95A Speedway is the home to the 3/8-mile clay oval. For the 2016 season we will have 22 scheduled events. In order to attract the type of crowds needed to make this season a great success and to fill the restaurants, hotels, casinos and other businesses in town it will take a well-organized, multi- faceted marketing campaign.

The goal of these events is to bring thousands of visitors to the Fernley area. These visitors will not only be traveling from within Nevada but also from other states. They will be in need of places to stay, eat, and fuel up their cars. We are currently working with local motels to make arrangements in advance for traveling drivers and their families. Following the races every night the fans will make their way into Fernley night life where they will be greeted by the great people who live in Fernley.

We will be hosting 4 Lantern Fest's this year. On June 11th & 12th and October 15th & 16th are our Lantern Fest's. This event was a huge success for not only us but for the whole Fernley area. Fernley saw over 7,000 people come through town for our first event. This year we are looking for upwards of 10,000 people coming through Fernley for our June dates. This event will sell out all of our local motels and bring a lot of money to local businesses.

On October 1st we will have our 1st Dirty Dash out at the track. This event is also put on by the same company that does our Lantern Fest. This event is a mud run. You don't have to be tough to play dirty--it's the mud run ready for anyone! Our mud pits, slip and slide, and foam bath are prepped for even more filthy fun than your 7th grade brain
could dream of. This year will be dirtier than ever, and the dash is ready to turn the cleanest of angels into swine. 2016 - More Mud, Less Torture

Our big 2-day shootout will be October 8th & 9th. This will bring our season to a close. Our 2-day event is a huge success for Fernley, we have not only local racers come in for this event but also have racers come from other states to compete. This would once again bring in business to the Fernley area.

Project/Event Budget:

Total Budget:

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

Purse Money-	$65,000
Track Maintenance-	$40,000
Clean-up-	$18,200
Awards-	$10,200
Utilities-	$8,100
Fuel-	$25,000
T-shirts-	$25,000
Fireworks-	$15,000
Promotion/advertising-	$50,000
Overhead/administration-	$100,000

Total:
$356,500

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

Spectator Fee's- $75,000
Concessions- $10,000
T-shirt sales- $5,000
Fernley Grant- $5,160
Sponsorships- $20,000
Concerts- $100,000
Runs- $35,000
Lantern Fest- $100,000

Total:
$350,160

Fernley Convention & Tourism Authority Grant Request	
Amount Requesting: $25,000	Amount of Matching Funds: $25,000

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 ☐ XAccommodations 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)	$7,800	$7,800
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 for print media, radio, airtime, television ads, webcast, social media, posters, billboards, and other signage. Billboards will be places along the 95A corridor. Radio will be in Reno and outlining areas. Posters/schedules will be places throughout Northern Nevada and California.

Economic Impact

Estimated # of Visitors:50,000	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:

We work directly with all local motels and casinos.

Estimate total nights that will be spent in Fernley as a result of this project/event: 25-30

Explain how overnight stays will be measured: We have 6 huge events in which drivers and their families will be staying in Fernley at the local motels & casino's.	
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: It is expected that the population of Fernley will grow with our 2016 Race season. Since Fernley is 31 miles east of Reno it is anticipated that most of the people will want to stay close to the track. Fernley has 200+ rooms, which will accommodate 400-500 overnighters. There will be some RV campers that will stay in town as well. Food and beverage will be available at the track but most of the people will want to eat at a local restaurant. Following the race Fernley casinos will provide the balance of fun and entertainment.	
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 television and radio station on promoting this race season. Our website and social media pages' reach worldwide with thousands of followers.	
*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:

Fernley is a great city in Northern Nevada. It has the closeness to the big city and the quaintness of small town America. Fernley boasts some of Nevada's best businesses. The Fernley 95A Speedway was built with some big dreams, in which we are continuing to grow. We are currently looking to expand on what we do at our facility. We are continuing to look into doing summer concerts, post burning man events, and other events.

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

The Fernley Grant money would be used to promote and bring businesses to Fernley. We use the grant to advertise out upcoming events in hopes that we draw people out of the bug cities to come and see out little city. By advertising these events we will get people from all over Nevada to come back year after year. In order for these events to have the best overall impact it must be greatly publicized, early and often. Without this grant we will be usable to promote out facility and 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:

Fernley has an asset in the Fernley 95A Speedway. It has the capability of bringing travelers from all over Nevada and California to watch races. But getting fans here is a challenge. To do so, we need your help in marketing and advertising both the town and the events. We have brought over 10,000 people into the Fernley area last year alone, we are looking to beat that number this year with two 2-day Lantern Fest events.

This Grant will enable us to continue to put on first class shows. This grant will enable us to promote Fernley in a big way. The grant will enable us to fill the stands to capacity, in turn, filling the hotels restaurants casinos and support local businesses. This grant will help Fernley as a whole.

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

Applicant: Aline Papp Date: 5-24-16