

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

Project/Event Information		
Project Title:		
Name of Organization/Company:		
Mailing Address:		
City:	State:	Zip Code:
Telephone:	Email:	
Year Organization/Company Started:	Tax ID#:	
Status: Please select one <input type="checkbox"/> Non-Profit* <input type="checkbox"/> Corporate <input type="checkbox"/> Government <input type="checkbox"/> Other		
*Attach copy of 501(c) or Federal Non-Profit Certificate		
Applicant Information		
Applicant/Project Coordinator Name:		
Title:	Telephone:	Email:
Project/Event Details		
Date of Event:	Date Work Will Begin:	Date Work Will Conclude:
Project/Event Location:		
Project/Event Overview		
Provide an overview of the project/event including purpose, objectives, short and long term goals (using additional sheets as needed):		
Has this project/event been previously funded by the Fernley Convention & Tourism Authority Board? <input type="checkbox"/> Yes <input type="checkbox"/> No		
If yes, please list date of award and award amount:	Date:	Amount:
If previously funded: How many visitors attended?		How many vendors attended?

Project/Event Budget

Total Budget Amount:

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

Total:

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

Total:

Fernley Convention and Tourism Authority Grant Request

Amount Requesting: \$

Amount of Matching Funds: \$

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 Events (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		
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):

Economic Impact							
Estimated number of visitors	What percentage are:	Local*	%	In State	%	Out of State	%
Estimated number of participants	What percentage are:	Local*	%	In State	%	Out of State	%
Explain in detail how attendance/participation will be measured:							
Estimate number nights spent in Fernley because of this project/event:							
Explain how overnight stays will be measured:							
If applicable, number of previous visitors/participants for same or similar project/event:	What percentages were:	Local*	%	In State	%	Out of State	%
Describe method(s) used to measure previous attendance:							
Projected increase of # of visitors (if any) to Fernley because of project/event in comparison with previous years:							
Estimate and describe the overall economic impact to Fernley because of this project/event, use additional sheets if needed:							
Does the actual project/event create media exposure for Fernley: <input type="checkbox"/> Yes <input type="checkbox"/> No							
If yes, what percentages are: Local* % In State % Out of State %							
Estimated number of people that will be exposed to the promotion of this project/event:	What percentages are:	Local	%	In State	%	Out of State	%
Describe the type of anticipated media exposure:							
*Local is defined as 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:

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

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:

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

Applicant _____ Date: _____