

**FALLON CONVENTION & TOURISM AUTHORITY
APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS**

1. Name of Organization (or Company) _____

Chief Executive Officer: _____

Mailing address _____

City _____ State _____ Zip _____

Phone Number: _____ Email: _____

2. How long organized (or in business) _____ Tax I.D. # _____

3. Purpose of Organization _____

4. Total Annual Budget \$ _____

5. Project Director _____ Phone Number: _____

Mailing address: _____

City _____ State _____ Zip _____

Phone Number: _____ Email: _____

6. **Project Title** _____

7. **Actual Date of Event** _____

8. Location of project _____

9. Funds requested from FCTA: \$ _____

10. Total cost of project: \$ _____

11. Will the Convention Center be used? Yes No When? _____

12. Summarize the objectives of this project:

PROJECT BUDGET

13. EXPENSES: Please itemize all expenses including items on which grant monies will be expended.

[Empty box for itemizing expenses]

PROJECT BUDGET

14. REVENUE: Please itemize all revenue including requested grant monies.

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PROJECT BUDGET

15. GRANT EXPENDITURES: Please list all items for which grant monies will be expended.

16. Please define the long and short term goals of this project:

17. Please estimate the total attendance you expect at your event and list your target market areas:

18. Local economic impact (complete the following as it pertains to your project):

(a) How many visitors, from outside a 30-mile radius, do you expect to draw to Fallon as a result of this project?

(b) How many total room nights do you expect out-of-area visitors will generate as a result of this project: (Number of visitors who stay in a motel) x (number of nights they stay in a motel)?

(c) Approximately how many people outside of Fallon (both in-state and out-of-state) will be exposed to the promotion of this project?

(d) Approximately how many people from outside a 30-mile radius visited Fallon as a result of a similar project last year?

(e) How many locals will attend your event?

(f) What is the overall economic impact of this project: (Number of visitors x amount each visitor will spend in town—excluding what is spent at your event)?

19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

20. Please describe how you intend to survey your attendees and gather information about room nights, economic impact, media source for attendees finding out about the event, length of stay, hometown, etc.: