

**FY2021/22 FCTA Grant or Matching Grant Funds Application**

**Applicant**

👤 Bernadette Howell  
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21-1

Submitted On: May 20, 2021

**Applicant Information**

**Coordinator Name:**

Tom Howell

**Coordinator Title:**

Vice President

**Coordinator Telephone:**

775-742-6908

**Coordinator Email**

howell.bernadette@yahoo.com

**Organization/Company Information**

**Name:**

Fernley Jr Rodeo

**Mailing Address**

PO Box 24

**City**

Fernely

**State**

Nevada

**Zip**

89408

**Year Started:**

1990

**x ID#**

xx-xxx8207

**Organization Status (Select One)**

Non-Profit\*

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

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**Project/Event Information**

**Project/Event Name**

Fernley Junior Rodeo

**Project/Event Location**

Fernley arena/Out of town park

**Date of Event**

07/16/2021

**Date Work Will Begin:**

07/16/2021

**Date Work Will Conclude**

07/18/2021

**Provide an overview of the project/event including purpose, objectives, short and long term goals:**

The purpose of Fernley Jr Rodeo is to promote the sport of Rodeo for children. Fernley Jr Rodeo is a long standing annual event that encourages our youth to participate in the sport. There are over 20 events for our youth to participate in ranging in ages of 1 to 13. This prepares our young Cowboys and Cowgirls to partake in the Junior rodeo circuits, High School Rodeo and College Rodeo. We also host an annual Open Team Roping on Saturday night. This year we have made some great changes. We will be hosting the First Annual Stan Ceresola Team Roping and Breakaway, on both Friday and Saturday Nights. Stan was a long time Rodeo Cowboy and ACTRA member Team Roper in our community. He was a huge supporter of our Junior Rodeo and spent many years in our arena helping our youth in their events. We will be giving away a saddle to the high money winner of both days in his honor. Fernley Jr Rodeo is a tradition in our community. We have worked hard to have the reputation as one of the best Junior Rodeos.

We are proud that we receive many entries for other States bring Families to our community. Our long term goal is to continue to promote, and preserve the sport of Rodeo with our youth. To help our Cowboys and Cowgirls in High School and College. To continue to grow and bring families to our event and community.

**Has this project/event been previously held before?**

Yes

**Has this project/event been previously funded by the Fernley Convention & Tourism Authority Board?**

Yes

**Please list date of prior award**

06/01/2019

**Please list prior award amount:**

6000

**How many vendors attended to previous event:**

3

## **Total Project/Event Budget**

**Total Budget Amount**

25000.00

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

Rodeo Operating Expenses: \$2,565 (Insurance, website, announcer, porta potty's) Jackpot/Roping/Breakaway Expenses: \$2,600

Advertising/Sponsor: \$2,100

Awards:

All around saddles: \$3,980

Breakaway/Roping prize line: \$3,500

Buckles: \$2,850

2nd thru 4th prizes: \$7,000

Pee Wee awards: \$405

**Total Expenses**

25000.00

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

Entries:

Event Entries Fee: \$8,800

Day Use: \$1000

Stall Fees: \$600

Sponsorships:

Event Sponsor: \$1,200

Gold: \$1,200

Silver: \$1,100

Bronze: \$1,100

FCTA Grant: \$10,000.

**Total Revenues**

25000.00

## **Grant Request**

**Amount Requesting \$**

**1:1 Matching Funds is Required for For-Profit Organizations.  
Amount of Matching Funds \$**

10000.00

15000.00

**Will you accept less than requested?**

Yes

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

The Fernley Jr Rodeo is comprised of a few adult volunteers who have the desire to promote the sport of Rodeo to the youth in the community and other rural areas. All of our awards proudly boast the FJRA lettering and the winners use their awards at other events bringing more attention to Fernley. Although local businesses buy sponsorships in our program, with the rising cost of awards and livestock, grant funding is needed to fill the gap between what we raise and what is needed to ensure that a quality event is continued to be presented in Fernley. **\*\*Justification:** Due to COVID we are unsure of our sponsorships responses this year.

**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:**

Justification: Due to COVID we are unsure of our sponsorships responses this year.

**Are you requesting project/event sponsorship?**

Yes

**If you are requesting project/event sponsorship, explain in detail how grant funds will be utilized in accordance with the FCTA grant guidelines in section 6 & 7:**

Print Advertising for 2 months in Ropers Sports New Paper. This News paper hits the Western States advertising Rodeo's, Roping and Jr events. The Fernley Jr Rodeo utilizes social media along with others Rodeo pages and websites as well as our own webpage. Direct mail to companies and businesses associated with Ranching, Farming and Rodeo. For additional funds will be used for the production of the rodeo including stock fee's, the printing of programs, prize line, office supplies, announcer and any other expenses.

**All requested funds be used for advertising?**

Yes

**If Yes, please designate what you will be advertising:**

**Resources in Fernley**

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**Accommodations in Fernley**

true

**Special Event(s) in Fernley**

true

**Other**

false

**Grant Request - Advertising Categories**

Categories	Amount Requesting
Newspaper	365
<b>Total Amount Budgeted</b>	<b>If other, please explain</b>
365	--
<b>Explain in detail how grant disbursement will be used for advertising or other:</b>	
Ropers Sports News for two months.	

Categories	Amount Requesting
Website Maintenance	300
<b>Total Amount Budgeted</b>	<b>If other, please explain</b>

**Explain in detail how grant disbursement will be used for advertising or other:**

Our Fernley Junior Rodeo website advertises our dates, sponsors and keeps our public informed.

**Economic Impact**

**Local is defined as being within a 60-mile radius of Fernley**

**Estimated number of visitors**

500

**What percentage of visitors are: Local**

50

**What percentage of visitors are: In State**

**What percentage of visitors are: Out of State**

30

20

**Estimated number of participants:**

**What percentage of participants are: Local**

125

50

**What percentage of participants are: In State**

**What percentage of participants are: Out of State**

30

20

**Explain in detail how attendance/participation will be measured:**

Tally of Entry fees and visual count of spectators - Survey

**Estimate number nights spent in Fernley because of this project/event:**

**Estimate the number of previous visitors/participants for same or similar project/event**

2

425

**What percentage of previous visitors/participants were: Local**

**What percentage of previous visitors/participants were: In State**

50

30

**Describe method(s) used to measure previous attendance:**

Tally of entry fees and visual count of spectators - Survey.

**Projected increase of # of visitors (if any) to Fernley because of project/event in comparison with previous years:**

175

**Estimate and describe the overall economic impact to Fernley because of this project/event:**

Our Jr Rodeo draws upward of 80 or more Families from out of the area of Fernley, in addition to 90 or more Families from surrounding areas.(Fallon,Wadsworth,Silver Springs, Reno/Sparks,Carson,Gardnerville) and a number of families for other States. Our Guest frequent our local restaurants,grocery stores, Tack and feed stores and gas stations. Many stay in our local hotels for 2 nights in order to participant in our 2 night 2 day event. We will be expecting families from CA, ID and OR.

**Does the actual project/event create media exposure for Fernley:**

**If the actual project/event creates media exposure for Fernley, what percentages are local**

Yes

50

**If the actual project/event creates media exposure for Fernley, what percentages are In State**

**If the actual project/event creates media exposure for Fernley, what percentages are Out of State**

30

20

**Estimated number of people that will be exposed to the promotion of this project/event:**

25000

**Estimated percentage of people exposed to the promotion of this project/event that are local**

33

**Estimated percentage of people exposed to the promotion of this project/event that are In State**

33

**Estimated percentage of people exposed to the promotion of this project/event that are Out of State**

33

**Describe the type of anticipated media exposure:**

Due to advertising on Ropers Sports News and Social media, at least 25,000 people will be exposed to our event. Not all of these individuals may be interested in the sport of rodeo, but it will draw attention to our Junior rodeo and Fernley Nevada with all of its amenities that it has to offer. By advertising in cities, states and other organizations involved in rodeo, we expect to target individuals that can participate and as well as enjoy spectating.

**Describe how the project/event improves tourism/local economy by both people living in Fernley and people traveling to Fernley:**

We encourage our families to support our local businesses and sponsors, with our participants ranging from 2-12, we know that those children travel with parents and grandparents who will likely stay at our local hotels, go to our restaurants, stores and gas stations and also enjoy Fernley's activity accommodations such as our pool, several parks and lastly our bowling alley.

## **Attestation**

**I hereby declare that the information provided is accurate to the best of my knowledge and agree to the terms above:**

true

