

FY2021/22 FCTA Grant or Matching Grant Funds Application

Applicant

Jonathan Lang

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21-2

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Applicant Information

Coordinator Name:

Jonathan Lang

Coordinator Title:

Trail Boss

Coordinator Telephone:

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Coordinator Email

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Organization/Company Information

Name:

Battle Born Rangers

Mailing Address

1141 Thompson Street

City

Carson City

State

Nevada

Zip

89703

Year Started:

1996

x ID#

xx-xxx7454

Organization Status (Select One)

Non-Profit*

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

253

Project/Event Information

Project/Event Name

Roop County Days 2021

Project/Event Location

Fernley Raceway

Date of Event

09/06/2021

Date Work Will Begin:

07/06/2021

Date Work Will Conclude

09/12/2021

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

This will be the 25th Annual Roop County Days held at our range facility adjacent to the Fernley Raceway. The event is a competitive shooting contest using guns of the "old west" period in U.S. history. This is a week long event that will start with the Nevada State Wild Bunch Championship on 6 and 7 September. We will hold side matches on 8 and 9 September followed by the main match Cowboy Shooting contest on 10 and 11 September. Social events to be held at our range pavillion include pot-luck dinners, ice cream socials and an awards dinner on the final night. Many contestants will stay at our range facility by "dry camping" in RV's. Others will stay at local campgrounds and hotels. We normally make arrangements with the Fernley Best Western and the Desert Rose RV park for event discounts.

All shooting events are conducted in accordance with the very thorough safety requirements of the Single Action Shooting

Society. More information on this may be found at SASSNET.com.

Our goal this year is to have a great post-pandemic come-back. We want to attract as many contestants as possible from clubs across the United States, Canada and Europe. In the past, 70 contestants and 100 attendees would be a success. However, in the wake of the world-wide pandemic, we are building our budget on 65 paying contestants. As in the past, a primary purpose of the week long event is to publicize our club and the City of Fernley thus increasing participation in our regular matches that are held on the first and second Sunday of each month at our Fernley Raceway facility.

We look forward to continuing our partnership with the City of Fernley - the ideal location for competitive events associated with the Old West.

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

09/15/2019

Please list prior award amount:

2360

How many vendors attended to previous event:

2

Total Project/Event Budget

Total Budget Amount

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

1. Trophies and plaques that have Fernley, Nevada on the inscription	\$3,400	
2. Match programs and scorecards with "Fernley, Nevada" printed on cover	600	
3. Participation gifts presented to all contestants inscribed with "Fernley, Nevada"	1,200	
4. Internet advertising emphasizing the event's location in Fernley	400	
5. Banner welcoming participants to the match and Fernley	900	
6. Banquet expenses (food, non-alcoholic beverages and supplies)	1,300	
7. Sanitation expenses (portable toilets, dumpster and hand washing stations)	600	
8. Range supplies (new targets and repairs to old ones)	500	
9. Water and ice		265

Note: Grant monies, if received, will be expended on items 1 to 4 above

Total Expenses

9165

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

1. Revenue from participation fees: $65 \times 85 = \$5,525$
2. FCTA Grant Request: 3,640

Total Revenues

9165

Grant Request

Amount Requesting \$

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

Will you accept less than requested?

Yes

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

Our club needs the additional funding to plan, organize and conduct a first class event that will enhance our club's already stellar reputation as a great place to shoot and make a positive impression of Fernley in the minds of all contestants.

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:

We are not a one trick pony. We are celebrating our 25th year at the Fernley range. Our annual match draws dozens of visitors from out of state/country. As a result, this increases out of town visitors to our twice-monthly regular matches that are also held at our Fernley Raceway facility. We have been in Ferley for 25 years and we don't intend to go away.

Are you requesting project/event sponsorship?

No

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:

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Will requested funds be used for advertising?

Yes

If Yes, please designate what you will be advertising:

Resources in Fernley

true

Accommodations in Fernley

true

Special Event(s) in Fernley

true

Other

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Grant Request - Advertising Categories

Categories	Amount Requesting
Other	3400
Total Amount Budgeted	If other, please explain
3400	--
Explain in detail how grant disbursement will be used for advertising or other:	
Trophies and plaques to be presented to participants. Each will be inscribed with "sponsored by Fernley Tourism and Convernion Authority."	
Categories	Amount Requesting
Brochure	600
Total Amount Budgeted	If other, please explain
600	--
Explain in detail how grant disbursement will be used for advertising or other:	
Match programs and scorecards. All will have printed on the cover "Sponsored by Fernley Conventions and Tourism Authority."	

Categories	Amount Requesting
Website Hosting Fees	400

Total Amount Budgeted	If other, please explain
400	--

Explain in detail how grant disbursement will be used for advertising or other:
Website advertising fees.

Categories	Amount Requesting
Other	900

Total Amount Budgeted	If other, please explain
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Explain in detail how grant disbursement will be used for advertising or other:
Participation gift to each attendee. Will be inscribed with "Sponsored by Fernley Convention and Tourism Authority."

Categories	Amount Requesting
Banner(s)	900

Total Amount Budgeted	If other, please explain
900	--

Explain in detail how grant disbursement will be used for advertising or other:
Banner welcoming attendees to the match and Fernley, Nevada.

Economic Impact

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

Estimated number of visitors

80

What percentage of visitors are: Local

2

What percentage of visitors are: In State

50

What percentage of visitors are: Out of State

48

Estimated number of participants:

65

What percentage of participants are: Local

3

What percentage of participants are: In State

46

What percentage of participants are: Out of State

51

Explain in detail how attendance/participation will be measured:

We will measure the number of match participants by the number that register to participate in our shooting matches. We will estimate the number of attendees by the number that attend our dining events and award ceremonies.

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

5

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

100

What percentage of previous visitors/participants were: Local

1

What percentage of previous visitors/participants were: In State

49

Describe method(s) used to measure previous attendance:

Same as above. Contestant registrations and counting heads at the banquet.

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

0

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

\$16,000

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

No

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

2

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

49

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

49

Describe the type of anticipated media exposure:

The event is advertised in the National chapter's quarterly journal and is also listed on their website. Additionally, our club will send our numerous "mass mailing" emails to prior participants and new additions to our group emails.

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

Most participants will spend 6 days and five nights in Fernley. They will use local hotels, campgrounds, restaurants, gas stations and other retailers.

Attestation

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

true

