
 Cody Wagner

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Applicant Information

Coordinator Name:

Cody Wagner

Coordinator Title:

Chair

Coordinator Telephone:

775-544-2854

Coordinator Email

fernleycommunityfoundation@gmail.com

Organization/Company Information

Name:

Fernley Community Foundation

Mailing Address

PO Box 758

City

Fernley

State

Nevada

Zip

89408

Year Started:

2017

Tax ID#

xx-xxx4754

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

FernStock Concert Series 2021

Project/Event Location

Behind New Senior Center, 105 Lois Ln.

Date of Event

08/28/2021

Date Work Will Begin:

07/01/2021

Date Work Will Conclude

08/31/2021

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

FernStock is the Fernley Community Foundation's annual fundraising event. This year, it will consist of three parts: a golf tournament, a dinner with awards and raffle/auction, and a free public concert. We are asking for funding assistant for the concert only. Our main objective with this event is to raise money towards improved facilities and programming in Fernley, specifically helping the City of Fernley with a future Community Center/Boys & Girls Club. The secondary objective is to give Fernley residents and those visiting Fernley "something to do". With the lack of live music in our city, we believe a live concert is a great start towards creating a better arts & culture environment.

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

08/18/2019

Please list prior award amount:

2500

How many vendors attended to previous event:

6

Total Project/Event Budget

Total Budget Amount

10000

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

Stage Rental - \$1,500

Production Fees (sound, lighting, microphones, etc.) - \$2,500

Generator Rental - \$250

Band Fees - \$2,750

Social Media Advertisements - \$500

Design & Printing: Banners, Flyers, etc. - \$500

Fernley Reporter Advertising (Newspaper) - \$500

Mailer to all Fernley Businesses - \$1,500

Total Expenses

10000

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

FCTA Request - \$6,500

Headline Concert Sponsorship - \$2,000

Shirt Sales - \$1,000

Beverage Sales - \$500

Total Revenues

10000

Grant Request

Amount Requesting \$

6500

1:1 Matching Funds is Required for For-Profit Organizations.

Amount of Matching Funds \$

3500

Will you accept less than requested?

Yes

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

FernStock will be a three-part event: Golf Tournament, Dinner/Awards Banquet, and Public Concert. We are not asking for financial assistance to host our Golf Tournament or Dinner/Awards Banquet as those are fundraisers in which will go towards helping the City of Fernley construct improved facilities. Our Public Concert is hosted to raise awareness about our Foundation and the City of Fernley's efforts, improve arts & culture programming in our community, and will hopefully allow the general community to visit the inside of the Senior Center. This grant funding will allow us to make the concert a first-class production with professional staging,

production, and a budget to bring in quality bands. We are hoping to make this a two band lineup and run the show from 7:30 pm - 10:00 pm next to the new Senior Center. This concert will be an all ages show, FREE to the general public.

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:

Our Foundation is made up entirely of volunteers and has put great effort into complimenting the City of Fernley's efforts over the last four years. Thanks to the FCTA's initial investment in what we were starting, we have been able to raise nearly \$150,000 that will be invested into a new Community/Youth Center. Through this event, we are trying to continue to help the City raise awareness and improve the sense of community in Fernley. We feel like a first-class free concert to the public is a great way to show this. We have already worked with local vendors to reduce the staging and production costs and are preparing the cover half of those costs. We are asking FCTA for help covering marketing costs and half of the other half of production costs.

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:

From our event budget, \$1,000 would be directly advertisement for the event (Eligible Expense A): \$500 for social media and \$500 for newspaper. \$2,000 would be for promotion of the event (Eligible Expense E): \$1,500 for a direct mailer to Fernley businesses and \$500 for design and printing of banners and flyers. The final \$3,500 requested would go to cover 50% of production/staging/band costs and be reimbursements of budgeted expenses for special events, which have been approved by the Board (Eligible Expense C).

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
Social Media	500
Total Amount Budgeted	If other, please explain
500	--
Explain in detail how grant disbursement will be used for advertising or other:	
Social media ads will be used on Facebook and Instagram to drive both Fernley residents and out-of-town guests to our event.	

Categories	Amount Requesting
Direct/Bulk mail for promotion of visitor awareness	1500
Total Amount Budgeted	If other, please explain
1500	--
Explain in detail how grant disbursement will be used for advertising or other:	
Bulk mailer to Fernley businesses detailing sponsorship opportunities and additional giving opportunities for future projects.	

Categories	Amount Requesting
Newspaper	500
Total Amount Budgeted	If other, please explain
500	--

Explain in detail how grant disbursement will be used for advertising or other:
Run advertising for event in Fernley Reporter, linking directly to our website and donation opportunities.

Categories	Amount Requesting
Design, Promotion & Development Fees	500
Total Amount Budgeted	If other, please explain
500	--

Explain in detail how grant disbursement will be used for advertising or other:
Design and printing of banners and flyers (with sponsor logos).

Economic Impact

Local is defined as being within a 60-mile radius of Fernley	Estimated number of visitors
	100
	What percentage of visitors are: Local
	75
What percentage of visitors are: In State	What percentage of visitors are: Out of State
90	10
Estimated number of participants:	What percentage of participants are: Local
20	50
What percentage of participants are: In State	What percentage of participants are: Out of State
50	50

Explain in detail how attendance/participation will be measured:

It is going to be difficult to tell exactly at an open, public event, but we will have our volunteers try to get an estimated count of attendees.

Estimate number nights spent in Fernley because of this project/event:	Estimate the number of previous visitors/participants for same or similar project/event
20	200
What percentage of previous visitors/participants were: Local	What percentage of previous visitors/participants were: In State
95	95

Describe method(s) used to measure previous attendance:

Attendance lists from previous golf tournament, attendance measured at Fernley Racetrack.

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:

We believe that this event will drive people from out of town to Fernley for a free concert like this. It's hard to estimate how many because a large production like this has never happened in Fernley. We believe that many will invest in local restaurants, gas stations, and hotels with this event. We will try to measure these metrics as closely as we can during this event.

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

Yes

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

100

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

100

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

0

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

50000

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

75

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

80

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

20

Describe the type of anticipated media exposure:

We have developed connections to local media outlets and believe it will be picked up by local news stations and newspapers. Our last FernStock event created significant buzz on social media, with over 100 shares on Facebook.

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

We hope to grow this into Fernley's signature event where people will travel to Fernley and know Fernley for FernStock, not quite as big as Night in the Country for Yerington but a similar concept. If you ask residents, one of the main problems in Fernley is "there's nothing to do". This will bring some excitement into our city, at least for one night each year.

Attestation

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

true

