




FY2021/22 FCTA Grant or Matching Grant Funds Application

Applicant

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21-5

Submitted On: Jun 01, 2021

Applicant Information

Coordinator Name:

Shari Walsh

Coordinator Title:

Chair

Coordinator Telephone:

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Coordinator Email

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Organization/Company Information

Name:

Shari Walsh

Mailing Address

465 Country Drive

City

Fernley

State

Nevada

Zip

89408

Year Started:

2015

x ID#

xx-xxx7080

Organization Status (Select One)

Corporate

Project/Event Information

Project/Event Name

The Fern 45 2021

Project/Event Location

Fernley 95A Speedway, 1965 Hwy 95A

Date of Event

11/06/2021

Date Work Will Begin:

07/01/2021

Date Work Will Conclude

11/30/2021

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

The Fern 45 is consistently one of Fernley's best attended events. The main fundraiser is an off-road Poker Run on a course around Fernley. Each year, the Fern 45 donates over \$15,000 to the Northern Nevada Veterans Coalition. It will include vendors, a cornhole tournament, a poker walk around Fernley businesses, and live music this year. The main objective is raising money for veterans.

Has this project/event been previously held before?

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

Yes

Please list date of prior award

06/11/2020

Please list prior award amount:

8800

How many vendors attended to previous event:

10

Total Project/Event Budget

Total Budget Amount

21000

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

BLM Permit: \$2,500

Liability Insurance: \$2,200

Website Design: \$200

Apparel: \$14,500

Marketing and Signage: \$1,600

Total Expenses

21000

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

FCTA: \$6,150

Entry Fees: \$10,000

Other Sponsorships: \$4,850

Total Revenues

21000

Grant Request

Amount Requesting \$

6150

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

Amount of Matching Funds \$

14850

Will you accept less than requested?

Yes

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

Event funding/sponsorship from the FCTA will allow us to have a more complete marketing effort, recognizing the City of Fernley for their many contributions to our event over the years. It will also allow us to raise more money to donate to the Veteran's Coalition and continue to raise awareness about the event regionally and nationally.

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 believe that the Fern 45 is consistently one of the best events put on by Fernley which drives the most people and tourism to our City. It is also a volunteer effort that promotes philanthropy and goodwill from our community.

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:

\$1,800 would be used on marketing, website design, and signage which falls under category A - Advertising in eligible expenses.

We are asking for \$2,000 towards apparel, which would include the City of Fernley's logo and fall under category E - promotion in

eligible expenses. Finally, we are asking for to help cover 50% of costs associated with the BLM Permit to run the event and the necessary Liability Insurance Policy, both of which fall under category C - Events under eligible expenses.

Will requested funds be used for advertising?

If Yes, please designate what you will be advertising:

3

Resources in Fernley

true

Accommodations in Fernley

false

Special Event(s) in Fernley

true

Other

--

Grant Request - Advertising Categories

Categories	Amount Requesting
Banner(s)	1000
Total Amount Budgeted	If other, please explain
1000	--
Explain in detail how grant disbursement will be used for advertising or other:	
Signage design and printing, which will include recognition for the City of Fernley and the FCTA.	

Categories	Amount Requesting
Website Development	200
Total Amount Budgeted	If other, please explain
200	--
Explain in detail how grant disbursement will be used for advertising or other:	
\$200 for annual Wix website development subscription	

Categories	Amount Requesting
Design, Promotion & Development Fees	600
Total Amount Budgeted	If other, please explain
600	--
Explain in detail how grant disbursement will be used for advertising or other:	
Design and other advertising fees for printed materials	

Economic Impact

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

Estimated number of visitors

1000

What percentage of visitors are: Local

50

What percentage of visitors are: In State

60

Estimated number of participants:

1000

What percentage of participants are: In State

60

Explain in detail how attendance/participation will be measured:

Attendance is measured by entries for the Poker Run purchased through the Fern 45.

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

1000

What percentage of previous visitors/participants were: Local

50

Describe method(s) used to measure previous attendance:

Tickets purchase for Poker Run

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

200

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

The economic impact is tough to estimate. Fernley sees many more visitors for the weekend of Fern 45. We are putting on a Poker Walk through Fernley businesses on the Friday before the Poker Run specifically to draw more people to local businesses in town.

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

Yes

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

80

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

20000

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

10000

Describe the type of anticipated media exposure:

Newspaper coverage, TV coverage

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

By driving people to Fernley for such a positive event, we help improve the reputation of Fernley and attitudes of our residents. Many out-of-town visitors know Fernley for the Fern 45, which is a great thing. People purchase gas, food, hotel rooms, and other goods during their time in Fernley, which helps out all of our businesses.

What percentage of visitors are: Out of State

40

What percentage of participants are: Local

50

What percentage of participants are: Out of State

40

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

1000

What percentage of previous visitors/participants were: In State

60

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

80

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

20

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

10000

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

10000

Attestation

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

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