

#6

INFORMATION FOR THE May 24, 2017
TONOPAH TOWN BOARD MEETING

AGENDA ITEM:

Town of Tonopah Smackdown Rodeo
Friday & Saturday Nites July 17-18th

PETITIONER: (include Name, Address, Phone Number, E-mail)

Manuel P. Souza JR.
Souza's Bucking Bulls
4849 School House Rd.
Cathay Valley, Ca. 95306
209-347-7305
manuelwrecking@gmail.com

BACKGROUND OF ACTION ITEM REQUESTED:

3rd Annual Town Rodeo - The first 2 years have
generated large family friendly crowds. The number of contestants
continue to grow.

FISCAL IMPACT:

To drive business to the local area, more hotel rooms, gas bought
food bought; and out of area tourists being attracted to Tonopah

Please note: Due to posting requirements, all agenda items must be turned in by 12:00 noon five working days (Wednesday) prior to the day of the scheduled meeting or by 12:00 noon six working days (Tuesday of the prior week) if a holiday falls prior to the meeting.

NOTE: (The days in parentheses are for regular scheduled Town Board meetings which fall on the second and fourth Wednesday of each month)

In order to facilitate the review and consideration of an agenda item presented to the Tonopah Town Board, please include all documents or any relevant material or information with your request.

Manuel P. Souza JR.
Signature (required)

5-9-17
Date

Request taken by: [Signature] Date: 5.10.17

APPLICATION FOR REQUEST OF STATE 5/8THS ROOM TAX GRANT FOR TONOPAH

Organization Name: Souza's Bucking Bulls Phone No.: 209-347-7305

Mailing Address: 4649 School House Rd. Cathay Valley, Ca. 95306

Chief Executive Officer: Manuel P. Souza JR Phone No.: 209-347-7305

Purpose of Organization to promote rodeos in Rural Communities in Nevada. or 209-966-6872

Project Director: Manuel P. Souza JR. Phone No.: 209 347-7305

Project Title: Town of Tonopah Smart Down Rodeo - where North meet South

Is this a new event? No 3rd year

If not a new event, please state the number of years in progress. 3

Project Start Date: July 13th Project Ending Date: July 16th

Location of Project and Targeted Market: Town Rodeo Grounds, Nye County, Esmeralda County, Bishop, Ca. Hawthorne, and tourist passing thru area.

Amount of Funds Requested: \$

Cost of Total Project: \$ 12,500

Summarize the Objectives of this Request: The objective of this Request is to promote the town of Tonopah as a place to visit. By promoting the town as one other Rodeo in Northern Calif, Southern Oregon and across Northern Nevada. Also to promote a long standing Rodeo Heritage of

Please define the goals of this project: The goal is to bring an event and Tonopah as a visit. Draw to the town of old Rodeo in community.

There had been no Rodeo for 23 years. The Old Arena is now
alive on the 3rd Weekend of July. Families have a great event
to attend.

Please project the expected number of visitors this project will bring to the area: 1000-1200

Please provide advertising plans and amount of expenditures:

Signs: Posters \$ 200
Brochures: Ticket \$ 150

Media Advertising Schedule

Newspapers: \$ 200
Newspapers: \$ _____
Magazine: \$ _____
Magazine: \$ _____
Radio: \$ 1400
Radio: \$ _____
Television: \$ _____
Television: \$ _____
Misc: Bueller, What's / Shirts w / Tompkins \$ 1200 [Ⓢ]
Misc: Banner at other locations Fallon \$ 1500 [Ⓢ]
Show Carson, City, Lovelock
Total Advertising Expenses: \$ 4650 [Ⓢ]

Additional Comments: That is less money than the first + second year
5000 6000