

**MINUTES**  
**CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY**  
**55 West Williams Avenue**  
**Fallon, Nevada**  
**March 7, 2023**

The City of Fallon Convention and Tourism Authority met in a special meeting on the above date in the Council Chambers, 55 West Williams Avenue, Fallon, Nevada.

**Present:**

Chairwoman, Kelly Frost  
Board Member, Jay Bhakta  
Board Member, Ezra Bernardo  
Director of Tourism & Special Events, Jane Moon  
Deputy City Clerk, Michael O’Neill

The meeting was called to order by Chairwoman Frost at 3:00 p.m.

Chairwoman Frost led the Pledge of Allegiance.

Chairwoman Frost inquired if the agenda had been posted in compliance with NRS requirements.

Deputy City Clerk Michael O’Neill advised that the agenda was posted in compliance with all NRS requirements.

**Public Comments**

Chairwoman Frost inquired if there were any public comments. She noted that comments are to be general in nature, not relative to any agenda items. No action may be taken on a matter raised under this item until the matter has been specifically included on an agenda as an item upon which action will be taken.

No public comments were noted.

**Consideration of Grant Applications**

A) Sweeney Enterprises, LLC for the 2023 Powerstroke Partner Throwdown.:

- Grant amount requested by applicant: \$20,000
- Grant amount recommended by staff: \$20,000

**Consideration of a Grant Application by Sweeney Enterprises, LLC for the 2023 Powerstroke Partner Throwdown:**

Director Moon stated that Sweeney Enterprises, LLC strives to bring a world-class fitness experience and event to everyday people, strongly believing in the positive impacts of

a healthy lifestyle. Their short-term goal is to bring 300 athletes to Fallon from Northern California, Southern Oregon, Utah, and Northern Nevada this year. While their long-term goal is to make the Powerstroke Partner Throwdown one of the most prestigious competitions of its kind in the nation which has a focus on the general public, not elite athletes. 600-750 people are predicted to attend the competition each day, of which 75% will most likely be from outside a 60-mile radius from Fallon. A total of 300 hotel/motel room nights for this three-day event is expected.

Chairwoman Frost asked Sean to give an overview of his plan, since he was new to this process.

Sean Sweeney greeted the Board. We have a CrossFit competition in a partner-type setting so it is a little more approachable, where people would rather compete with a partner, instead of by themselves. This is something that I have competed in, professionally, for quite some time. There is absolutely a difference between how professionals are treated versus general public. In our sport, the goal is to drive the idea of health and overall wellness. Coincidentally, when you chase one, you get the other one as well. The next step is trying to make the experience special and not just be a competition. There are plenty of local competitions that happen in Northern Nevada and all over, but zero of them have the focus on the everyday, general public – middle aged moms and dads that are trying to get in better shape for their kids and grandkids. There are a lot of hunters in this area that are getting older and want the ability to go pack up and go hunting in the mountains. That is our cliental that we are trying to target and we want them to have this experience that lights up their passion for fitness. Sometimes, that is what it takes, especially when you have people that are fit enough to go to the gym and do fitness on a regular basis. At some point, they ask themselves, “why am I still going to the gym?” since I am fit enough to do this. Having an experience in competition or something to shoot for on a yearly basis is honestly a big game changer for people who have goals to strive to be better. That is the concept of our competition, to bring an experience that they get treated just like an elite-level, professional athlete. Amazingly enough, it appears that you, and the City of Fallon are as excited about it as we are, to help us facilitate a really cool experience. I believe that we will have 300 athletes that have never been treated like that or have been considered as athletes and they will be absolutely stoked to have that fitness for the long term. We will have a three (3) day event that will include an athlete dinner, which will be free for them. It will be an appreciation dinner where they can play some games, laugh, and we get them excited. They will be staying so now they won’t be driving back and forth and they will be lodging in Fallon and shopping in Fallon. The competition will be all day on Saturday at the Rafter 3C Arena and then on Sunday, we will have one (1) outside event which will happen at Grimes Point. It is not set in stone, but we are trying to do a cool concept to see how we can give back to our community through that.

Board Member Bhakta asked what type of events will be happening on Saturday.

Sean Sweeney explained that CrossFit is essentially anything that you can conjure up that has to do with physical movement and it’s fair game. For example, we will have roughly six (6) to seven (7) events, depending on how our structure breaks down and each one of those is raw and covers all our modalities. We will be testing athletes for their gymnastic capacity, weight-lifting capacity through their aerobic structure and their performance and agility. An event could be, for time, run a mile, 50 burpees, 50 deadlifts, and 50 pull-ups. It’s hard to say, as it could really be anything. It could be hauling a bag of dog food up to Grimes Point but all

of it will be centered around fitness and there is no specific, one given movement, or modality. It will be well-rounded for them.

Board Member Bhakta asked if they have experience with these competitions.

Sean Sweeney stated that this will be their fourth competition. I have put on eight (8) competitions and I have never run a minute late, ever. Not for a single heat or event, or anything, so yes, I have experience.

Board Member Bhakta asked if he thought it would be a successful event with 700 people or more.

Sean Sweeney stated that he thoroughly agreed that the event would be successful. We currently have 38 teams, which is roughly 80 participants. The signups are going to start rolling in, once we get a few weeks out. Once we have our budget squared away, one thing that I am going to try and do is to try and drive the attendance for our local people for spectators and try and bump that number up in general. We will use some of the funding to do some giveaways and raffles for our locals, with our local businesses. We want to bring people to the event for a reason, that aren't necessarily interested in the events, but they might show up to learn more. They might show up with the local donations like ribeye steaks, tri tips and ice chests full of them. There are some other local companies that will be doing some giveaways to help the general public to show up and maybe be able to win a great prize. As much as I want to tell you, yes, there will be 700 people there, I can't promise that. This year is a huge deal but I think that this year is what will set us up for success in the following years. Without trying to give us an out, if we did fall short, slightly, of our goals this year, this will also be our year to really capture our media to be able to promote this for next year. We will have the concept of the event and hopefully all we will have to do is just begin. There is no other CrossFit Competition on the earth that is like what we are doing. Once we have that in order and we say, "that is what we are going to do", we can then say, "this is what we have done" for next year and the year after and hope it just explodes. This year, I do expect us to meet our goals but I think that no matter what, this puts us in a good spot for future years and potentially, to make this an international event. It could very well happen in little, old, Fallon America.

Board Member Bernardo asked how the groups were broken down for competition.

Sean Sweeney explained that there are nine (9) divisions. It is done with partners and we have same sex partners, and co-ed partners. We have three (3) divisions that are scale divisions. We have some athletes that are newer to the sport or don't have a lot of skills that are mastered yet. We have a division that has the hot-shots and a masters for the plus division. We try and do it this way so that a husband and a wife can go together or buddies can get together and in the Masters division are people who don't want to compete against the young bucks that are 25 and that way they can have their spot too. They are pretty broad on the spectrum.

Board Member Bernardo asked if there was a division that has more contestants than others.

Sean Sweeney stated that our biggest division is definitely co-ed because no other competition does that. When you win this division, that is something that no other competition does and it is extremely rare here in Northern Nevada.

Chairwoman Frost asked if they would be expecting 300 competitors as their goal. Do they generally bring a supporter or several supporters that would stay in hotel rooms?

Sean Sweeney agreed, absolutely yes. One of the coolest things about Cross Fit is the community aspect of it. Typically, when we have our athletes who are in town and we go to

a local competition, we might only have six (6) athletes competing, but we will have thirty (30) people there to support them. We are a pretty tight-knit community at our gym but everybody is like that, to a certain degree. I do think that we will have several hundred people. I do know for certain that there will be a considerable amount of traffic. I am hoping that we will have a considerable number of hotel nights and I know that that is a big, driving factor. Having the athlete dinner on Friday night and making that very enticing, having cool giveaways. The contestants won't know what the workouts are that they will be doing until that evening and I will release that at the athlete dinner, which will help drive our attendance to the athlete dinner. Then, if you're an athlete that is competing at 8:00 am on Saturday, you'll have to be there on Friday and most people won't drive back before. Especially Saturday night too, I am hoping that having the athlete dinner previous will drive our hotel/motel room nights up.

Chairwoman Frost stated that that is very important to the City of Fallon and why we are here, to drive up those hotel/motel room nights. Having a two (2) night event will be great. Do you have competitors that stay an extra day so that they can recover afterwards?

Sean Sweeney stated that most competitors scoot home on Sundays to have a good night's sleep in their own bed. I definitely expect them to stay Friday and Saturday.

Chairwoman Frost mentioned that looking ahead, I know that you have competed on National Television, wearing your Cowboy hat. Is there hope for the future that you will maybe get something like this on television or at least some perks with the City of Fallon's name out there?

Sean Sweeney said, "Absolutely!" I have been in the top few in the World for the past six years, so I definitely have a little bit of weight in that community. I think that the simple fact that I have been there and have been at the top level, which is not my focus, resonates well with a lot of people. I have had the experience of that and I know the nuances of the competition that make competition great and not just another workout. Between my live experience and the support from the City of Fallon, and the amazing facility that is there, I think that it would be almost crazy to not be successful. Honestly, nobody does it and we are able to. With our proposed budget, we are able to get every single person that signs up to receive more in turn than any other competition gets, per person. Typically, when the workhorses of the community, the athletes that have regular day jobs, those are the targets to get something from those people but nobody ever gives things to them. The simple fact of us doing that for them will make a huge impression. A business motto of my program is that 20% of all our membership dues goes back to the athletes, for an athlete fund. People have seen that we do that and it's not just from a sales point, it is something that we do. I really do think that it would be huge. I didn't understand until previously that this was an option, that the City of Fallon would offer a Grant. Personally, I could not do something this big with my funding but together, this is grand.

Chairwoman Frost mentioned that in the application there would have some professional videographers and photographers. I would suggest that you put together a profile of the grandmas that are coming and maybe tell their stories and maybe somebody could pick that up for Social Media. Maybe they could then take that story and use it at a National Event.

Sean Sweeney agreed and said that it was a great idea. You know some of the people that are competing. Patty Daum is competing in an event. These are just everyday people. Patty is not everyday people; she is a beast. Those are the people that they could highlight, without question. One of our goals is to say, "Hey, you could all be potential members."

Chairwoman Frost stated that people always love a good story and if you can create a story, again, they pick that up, saying, “this happened in Fallon”. People will want to find out how things are done here.

Sean Sweeney agreed. One of our goals is using the landscape of prime video at Grimes Point. It is such a beautiful spot that is right here in Fallon and that leads to potential for later years. There are a lot of cool attractions that are right here in Fallon that you might not even know about. I live out by Soda Lake and I like to share that with my athletes that come from Carson, Reno, and all over, when it’s warm out in the summer. There are some steep hills out there that will steal your soul. I like to take my clients out there, for sure.

Director Moon asked Sean if he would share the videos with her. I do share information on the events that are happening on social media.

Sean Sweeney agreed and said he would.

Director Moon mentioned that anything you need for advertisement, just share that with us and we will post in our platforms as well.

Sean Sweeney thanked her.

Chairwoman Frost mentioned that she could see this event growing and possibly becoming a six (6) day event with eighteen (18) divisions.

Sean Sweeney laughed, “Sponsored by Ibuprofen.”

There were no further comments.

Board Member Bhakta motioned to approve \$20,000 to Sweeney Enterprises, LLC for the 2023 Powerstroke Partner Throwdown; Board Member Bernardo seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

### **Public Comments**

Chairwoman Frost inquired if there were any further public comments.

No public comments were noted.

### **Board and Staff Reports**


Director Moon stated that the Rural Round-up is April 11<sup>th</sup> -13<sup>th</sup> and that, of course, is a tourism event for Nevada Tourism and Expo. It will be held down in Mesquite, Nevada.

Chairwoman Frost mentioned that as we are looking at our grant applications, I think it is important that we notice that we are targeting more events in providing as much money as we can to these events, not just a one-day event, but again ones that are driving those hotel/motel room nights. I think this is important as we look at our grants in this order.

With no further Board Reports, Chairwoman Frost stated that the next meeting will be Tuesday, April 18, 2023, at 3:00 pm.

### **Adjournment**

There being no further business of the Fallon Convention and Tourism Authority, Chairwoman Frost adjourned the meeting at 3:25 p.m.

Attest:   
Michael O'Neill, Deputy City Clerk

  
Chairwoman Kelly Frost