



Agenda

Planning, Finance, Enterprise, and Economic Development Committee

Oelwein City Hall, 20 Second Avenue SW, Oelwein, Iowa

5:30 PM

July 27, 2026

Oelwein, Iowa

Mayor: Brett DeVore

Mayor Pro Tem: Matt Weber

Council Members: Tony Cannon, Anthony Ricchio, Lynda Payne, Jason Gearhart, Renee Cantrell

Pledge of Allegiance

Discussions

- [1.](#) Discussion on the Hotel Motel Policy.

Adjournment

In compliance with the Americans with Disabilities Act, those requiring accommodation for Council meetings should notify the City Clerk's Office at least 24 hours prior to the meeting at 319-283-5440



To: Mayor and City Council
From: Dylan Mulfinger, City Administrator
Subject: Hotel Motel Process Memo
Date: 7/27/2026

At the last PFEED work session, the committee provided the following:

Cannon would like to see the process opened up for more organizations than just nonprofits.

DeVore said he would be concerned about people making money from hotel motel funds when that is not the intended purpose.

Gearhart wants to see a matrix which shows who is qualified and why they are qualified.

All the discussion recently on the hotel motel guidelines has come from the PFEED committee wanting to see limits to the funds provided annually and a review of the guidelines. The committee should work to establish their goals for this review, and work with the City Administrator to make changes to the guidelines. One minor note, the city has not followed the turn in times for applications for over eight years. This has helped organizations, but also provided them an avenue to get in applications last minute. The City Administrator looks forward to direction from the committee.

Hotel Motel FY 2026**Past Fiscal Year**

Fund 122 balance 6/30/2025 \$ 36,971.38
 (June '25 pmt \$5693.46 didn't have 49% taken out)

Current Fiscal Year

Estimated Revenue 2025 70,000.00
 less Revenue to General Fund 49% (34,300.00)
 less Revenue to Trails (to trans 6-2021) (10,000.00)
FY 2025-26 available for tourism awards \$ 25,700.00

Treasurer's Report Fund 122**Month End Balance History**

July 49,718.15
 August 56,966.36
 September 64,351.30
 October 72,016.06
 November 56,655.91
 December 69,935.93
 January 72,559.46
 February 72,674.61
 March 72,411.51
 April 71,059.01
 May 75,761.68
 June

Revenue Rec'd Tracking (s/b \$65,000)

July '25 9,956.97
 August '25 7,248.21
 September '25 7,384.94
 October '25 7,664.76
 November '25 -
 December '25 13,280.02
 January '26 4,123.53
 February '26 3,589.54
 March '26 2,649.44
 April '26 3,648.24
 May '26 5,209.22
 June '26 6,474.52
 \$ 71,229.39

Project	Date Requested	Amount Requested	Council Award Date	Amount Awarded	Date Paid	Amount paid	*Remaining Balance	Special Instructions
Williams Center - Reba McEntire Tribute	6/1/2025	1,500.00	6/9/2025	1,500	11/12/2025	1,500.00		
Williams Center - Spirit of Christmas	9/1/2025	1,500.00	9/22/2025	1,500	1/9/2026	1,500.00		
Grand Theatre - HVAC system	9/1/2025	9,779.33	9/22/2025	5,291.15	11/25/2025	5,291.15		
Oelwein Coliseum	10/22/2025	9,369.00	10/27/2025	9,369	2/27/2026	9,369.00		
Williams Center - Billy Joel Tribute	1/1/2026	2,500.00	1/26/2026	2,500	4/28/2026	2,500.00		
Oelwein USBC - 2026 Tournament	1/1/2026	4,600.00	1/26/2026	4,600	2/9/2026	4,592.74	7.26	
Oelwein Coliseum	2/1/2026	2,500.00	2/13/2026	1,500	2/27/2026	1,500.00		
Williams Center - Alabama Tribute	3/1/2026	2,500.00	3/9/2026	2,500	4/28/2026	2,500.00		
Fayette Co Ag Society - Co Fair	3/1/2026	5,000.00	3/23/2026	2,500				
Big O Celebration - Big O Weekend	3/1/2026	10,000.00	3/23/2026					
Oelwein Coliseum	5/1/2026	1,500.00	5/26/2026	1,000	6/18/2026	1,000.00		
American Legion Ross Reid Post 9	5/19/2026	3,490.00	5/26/2026	3,490				
Oelwein Fire Fighters Foundation	5/19/2026	10,000.00	6/8/2026	10,000				
Williams Center - George Strait Tribute	5/28/2026	2,500.00	6/8/2026	2,500				
Oelwein Chamber & Area Development	6/15/2026	5,000.00	6/22/2026	5,000				
Total				\$ 53,250.15				

\$ 9,421.23 Available to award



**CITY OF OELWEIN
HOTEL AND MOTEL TAX FUNDING APPLICATION
(TOURISM)**

Application Deadlines

September 1 • December 1 • March 1 • June 1

Applications must be received by 5:00 p.m. on the deadline date. All areas of the applications must be completed and typed. Each applicant will be afforded the opportunity to attend a brief question and answer session with the Advisory Board.

Organization Name:

Contact Name:

Mailing Address:

City, State, Zip:

Phone:

Email Address:

Date of Project:

Total Project Cost: \$

Total Requested from Hotel/Motel Tax Funds: \$

Please indicate which category you are applying for funds:

☐

Category 1 - Primary

☐

Category 2 - Community Culture and Education

☐

Category 3 - Community Recreation and Events

☐

Category 4 - New and Emerging Organization and Events



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www.CityofOelwein.org



Phone: (319) 283-5440
Fax: (319) 283-4032

Project Identification

1. What is the title of your project?

Provide a brief description of your project. Attach additional pages, if needed.

2. Hotel and Motel Tax Funds must be used to fund projects that promote and/or expand tourism activity in Oelwein. How will your project help to realize this goal?

3. Project Evaluation:

Projected number of adults the project will reach

Projected number of youth the project will reach

Geographic area of draw

Volunteers:

Number of volunteers

Number of volunteer hours

Attendance of event previous year(s)

Day opens to public or performance(s)

4. Project Budget:

Please provide a project budget and schedule of completion including all expenses. If desired, the project budget may be attached to the application. If exact costs are not known please attach estimates to the application, which should be identified as such.

List sources of matching funds obtained below. Funding requests are eligible for up to 100% funding, but priority will be given to projects with additional sources of funding, including in-kind donations.

Is this application “seed money” for a new project? If yes, please explain.

Is this application for the expansion of an existing project/program? If yes, please explain.

Have you ever received Hotel/Motel Tax Funding from the City of Oelwein in the past?

Yes: ☐ No: ☐ (check one)

If you answered yes, please answer the following: (attach additional pages, if needed)

Amount of Funding: \$

Date of Funding:

Reporting

Projects or Events Under \$500

- Funds can be provided up front to the organization
- A short memo to the city at the conclusion of the event describing the impact the event had on the community
- Receipts proving the hotel motel funds were used properly

Projects or events \$500-\$2000

- A budget and event plan must be provided with the application
- Funds can be provided up front to the organization
- A memo to the city at the conclusion of the event describing the impact the event had on the community
- Receipts proving the hotel motel funds were used properly

Projects or events over \$2000

- A budget and event plan must be provided with the application
- Funds can be provided up front to the organization
- A memo to the city at the conclusion of the event describing the impact the event had on the community
- Memo should include why/if the event made a profit and how that profit will be used
- Receipts proving the hotel motel funds were used properly

Assurances

Applicants hereby agree and acknowledge that:

If they are awarded funds, they will conduct their operations in accordance with Title VI and the Civil Rights Act of 1964, as amended, and the Rehabilitation Act of 1973, as amended, which prohibits discrimination against any employee, applicant for employment, or any person participating in a sponsored program on the basis of race, creed, color, national origin, religion, sex, age, or physical or mental disability, and require compensation for employment at no less than minimum wage requirements, and will provide safe and sanitary working conditions;

They will comply with the Americans with Disabilities Act;

They will comply with all other applicable State and federal laws, rules, ordinances, regulations, and orders;

They will expend funds, received as a result of this application, solely on the described project and programs included within the grant application documents within the fiscal year from which the grant is disbursed;

If they are awarded funds, applicants will include in all appropriate promotions, publicity, advertising, and in printed material the following credit line as applicable:

- This project was partially supported by a Hotel-Motel Tax Fund grant from the City of Oelwein.
- Our operations are partially supported by a Hotel-Motel Tax Fund grant from the City of Oelwein.
- Our operations are and this project was partially supported by a Hotel-Motel Tax Fund grant from the City of Oelwein.

The filing of this application has been approved by the legally authorizing body of the applicant, if applicable;

The facts, figures and information contained in this application including all attachments, are true and

correct;

Failure to comply with the administrative rules for this program will result in the forfeiture of funds allocated based upon this application grant;

All records of the grantee relating to this grant application are available during reasonable business hours to the City or their authorized representative upon request;

All records of the grantee related to this grant will be maintained for a period of three years following the date the final grant payment is made;

All grantees acknowledge that the source of the grant it is requesting from the City comes from the hotel and motel tax applicable in the City of Oelwein as contemplated by Iowa Code Chapter 422A (2007). The grantee specifically acknowledges the limited use that can be made of hotel and motel tax revenues and assures the City of Oelwein that the grant will be used only for allowable purposes as specifically set forth in Iowa Code Chapter 422A (2) (4) (2007). The grantee additionally and specifically acknowledges and assures the City of Oelwein that it will not use the grant for any purpose, which would be improper pursuant to this law. Furthermore, the grantee warrants that should it use the grant for any purpose not allowed by Iowa Code Section 422A (2)(4)(2007) that it will reimburse, in full, the City of Oelwein the entire amount of the grant;

All grantees acknowledge and assure the City of Oelwein that all grant funds received shall be segregated from other funds maintained by the grantee, until used for the proper purposes as described herein. The sums will be deposited into a segregated, identifiable checking account;

All grantees expressly acknowledge and assure the City of Oelwein that none of the sums received hereunder shall be used for “political purposes” as contemplated by Chapter 56 of the Code of Iowa (2007).

Cost Reimbursement

- A complete project budget and schedule of completion must be included with the application.
- Applicants must have accurate estimates included with the project budget.
- Applicants are eligible for up to 100% funding and funds will be distributed upon approval of the City of Oelwein City Council.
- Funds will be paid only to the applicant, not to contractors or vendors.
- Upon completion of the project, the applicant must submit documentation of expenses and a project recap **within 60 days to City Hall.**
- Any funds that are not expended or are found to be outside the scope of the grant made by the Funding Advisory Board must be reimbursed/returned, by the applicant, to the City of Oelwein
- **Failure to comply with the aforementioned rules will prohibit the applicant from applying for funds for one year.**

Please sign and date this application. Your signature on the back of this page certifies that you have read and understand all of the guidelines for this funding program. You further understand that you will be required to submit a summary of expenses at the end of the project and that if any funds are not expended or are found to be outside the scope of the grant made by the City Council you will be **required to reimburse/return** these funds to the City of Oelwein.

Recipient

Date

Recipient

Date

RESOLUTION NO. 5619-2024

RESOLUTION APPROVING HOTEL/MOTEL TAX FUNDING TOURISM PROGRAM GUIDELINES

WHEREAS, the city of Oelwein needs to update the Hotel/Motel Tax Funding Tourism Program Guidelines; and

WHEREAS, the city only wants to partner with nonprofits; and

WHEREAS, this update will ensure recipients of hotel motel funding follow strict rules which come from using public dollars; and

WHEREAS, the city wants to support activities which enhance the community;

NOW, THEREFORE, BE IT RESOLVED by the City Council of Oelwein, Iowa approves the Hotel/Motel Tax Funding Tourism Program Guidelines

Passed and approved this 12 day of August, 2024.



Brett DeVore, Mayor

Attest:



Dylan Mulfinger, City Administrator

Recorded August 13, 2024.

It was moved by Lenz and seconded by Weber that the Resolution as read be adopted, and upon roll call there were:

	AYES	NAYS	ABSENT	ABSTAIN
Ricchio	x			
Weber	x			
Lenz	x			
Garrigus	x			
Seeders	x			
Payne	x			



City Of Oelwein
Hotel/Motel Tax Funding
Tourism Program Guidelines
Adopted by Resolution 5619-2024

Purpose

The City of Oelwein is offering grant funds for tourism through projects presented to them by nonprofits. These grant funds are made possible through the hotel/motel tax funds received by the City of Oelwein. By law, 50 percent of these funds must be spent on ventures that promote area tourism. The city will only provide funding to a nonprofit organization, or an event partnering with a nonprofit organization

Application and Project Deadlines

Applications will be accepted four times per year and must be received by 4300 p.m. on the deadlines provided below. If deadline falls on a weekend or holiday the deadline shall be 4:30 P.M. on the last working day prior to:

- September 1
- December 1
- March 1
- June 1

The Planning, Finance, Enterprise and Economic Development Committee (PFEED) will meet the first part of January, April, July and October at the Oelwein City Hall Council Room. Each applicant will be afforded the opportunity to attend a brief question and answer session with the PFEED. Applicants need not be available during the committee's review of an application. All applications recommended for approval by PFEED are subject to approval of the Oelwein City Council, which meets on the second and fourth Monday of every month. Applicants will be notified of application approval/denial by mail.

Application Requirements

- All applications must be typed.
- All areas of the application must be completed.
- Emailed applications are encouraged

Eligible Projects

Eligible applicants include non-profit organizations whose project has a beneficial impact on the community of Oelwein. PFEED encourages creative projects that enhance the lives of residents of Oelwein or promotes tourism in the community. This program supports projects that include but are not limited to:

- Developing and/or expanding tourism programs or facilities.
- Building partnerships and cooperative efforts among tourism providers.
- Enhancing and initiating efforts to attract visitors to the community.



Eligibility and Allocation Procedures

Preference will be given to 501(c)(3) entities as recognized by the Internal Revenue Code of the United States.

All recommendations on allocations shall be subject to City Council approval. Final action on the allocation recommendations and City Council determinations shall be made as a part of the annual budget process.

PFEED will review all four categories. The city council will vote to determine allocation amounts. All meetings will adhere to Iowa's open meeting law.

Category 1:

Primary:

Applicants are City-owned and operated facilities housing activity that is primarily recreational, cultural, destination marketing or entertainment oriented; the Williams Center for Performing Arts; the Williams Wellness Center; the Veterans Memorial Sports Complex; City commissions dealing with activity that is primarily recreational, cultural, destination marketing or entertainment oriented; and other organizations, programs, events or venues deemed by Council to be of community-wide importance that are not included as line items in the City budget. Debt payments incurred by the City for community organizations or city facilities that provide recreational, cultural, destination marketing or entertainment oriented activities will be the first items funded with Hotel-Motel allocations. In addition, the City may set aside hotel-motel funding for recreational, cultural, community events, or other allocations deemed appropriate by the City Council.

Category 2:

Community Culture and Education:

Applicants are educational, cultural, and entertainment-oriented entities that are mission-driven and improve the overall quality of life in Oelwein. Organizations should have 501 (c)(3) status under the Internal Revenue Code. Applicants should have regular hours open to the public or a regular series of events open to the public.

Category 3:

Community Recreation and Events:

Applicants are community recreational and event-oriented entities particularly for recreation activities, annual events or limited time events which illustrate a positive impact on the quality of life. Organizations that are 501(c)(3) will be given preference.

Category 4:

New and Emerging Organizations and Events.

Applicants are limited to a total of three successive annual applications for a new or emerging organization or event. The program or event shall show uniqueness, fulfill an unmet need or program, and have a positive impact on the quality of life. Organizations should be 501(c)(3) or have applied for such status to be eligible in this category.



Ineligible Projects/Components

- Projects with full funding already in place.
- Projects that do not have a beneficial impact on Oelwein.
- Funds should not become recurring operational expenses.
- Funds may not be used as an individual fundraiser or a donation.
- Funds may not pass through to other projects or organization.
- Non Oelwein events

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- Failure to comply with the aforementioned rules will prohibit the applicant from applying for funds for one year.

Review/Evaluation Criteria (Tourism)

Projects will be evaluated using certain criteria including but not limited to:

- Potential number of guests to be generated by the project.
- Number of people the project will reach.
- Financial need of the project.
- Percentage of project funding being requested.
- “Seed money” to start a new project or expand an existing project.
- Quality of the project.
- The likelihood that the project will achieve stated goals.

Hotel Motel FY 2027

Past Fiscal Year

Fund 122 balance 6/30/2026 \$ 33,543.53
(June '26 pmt \$6,474.52 didn't have 49% taken out)

Current Fiscal Year

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Treasurer's Report Fund 122

Month End Balance History

July
August
September
October
November
December
January
February
March
April
May
June

Revenue Rec'd Tracking (s/b \$70,000)

July '26
August '26
September '26
October '26
November '26
December '26
January '27
February '27
March '27
April '27
May '27
June '27
\$ -

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Williams Center - George Strait Tribute	5/28/2026	2,500.00	6/8/2026	2,500				
Oelwein Chamber & Area Development	6/15/2026	5,000.00	6/22/2026	5,000				
Total				\$ 23,497.26				

\$ 35,746.27 Available to award