



## Agenda

Planning, Finance, Enterprise, and Economic Development Committee

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

5:15 PM

January 26, 2026

Oelwein, Iowa

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**Mayor:** Brett DeVore

**Committee Members:** Matt Weber, Jason Gearhart, Tony Cannon

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### Pledge of Allegiance

### Discussions

1. Consideration of a motion providing direction to Council on the Hotel Motel request of \$4,600.00 to Oelwein USBC.
2. Consideration of a motion providing direction to Council on the Hotel Motel request of \$2,500.00 to Williams Center for the Arts.

### Adjournment

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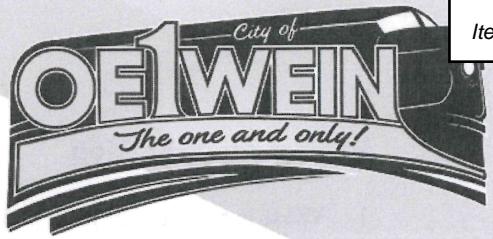
In compliance with the Americans with Disabilities Act, those requiring accommodation for Council meetings should notify the City Clerk's Office at least 24 hours prior to the meeting at 319-283-5440

<b>Hotel Motel FY 2026</b>		<b>Treasurer's Report Fund 122</b>		<b>Revenue Rec'd Tracking (s/b \$65,000)</b>	
<b>Past Fiscal Year</b>		<b>Month End Balance History</b>			
Fund 122 balance 6/30/2025	\$ 36,971.38	July	49,718.15	July '25	9,956.97
(June '25 pmt \$5693.46 didn't have 49% taken out)		August	56,966.36	August '25	7,248.21
		September	64,351.30	September '25	7,384.94
		October	72,016.06	October '25	7,664.76
		November	56,655.91	November '25	-
		December	69,935.93	December '25	13,280.02
<b>Current Fiscal Year</b>		January		January '26	
<b>Estimated Revenue 2025</b>	70,000.00	February		February '26	
less Revenue to General Fund 49%	(34,300.00)	March		March '26	
less Revenue to Trails (to trans 6-2021)	(10,000.00)	April		April '26	
<b>FY 2025-26 available for tourism awards</b>	<b>\$ 25,700.00</b>	May		May '26	
		June		June '26	
					\$ 45,534.90

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	1500	6/9/2025	1,500	11/12/2025	1,500		
Williams Center - Spirit of Christmas	9/1/2025	1500	9/22/2025	1,500				
Grand Theatre - HVAC system	9/1/2025	9779.33	9/22/2025	5,291.15	11/25/2025	5,291.15		
Oelwein Coliseum	10/22/2025	9369	10/27/2025	9,369	11/12/2025	8569	800	

Total \$ 17,660.15

\$ 45,011.23 Available to award



Item 1.

## 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:** Oelwein USBC

**Contact Name:** Levi Nuss

**Mailing Address:** 719 7th Ave NE

**City, State, Zip:** Oelwein, IA 50662

**Phone:** (319) 238-1641

**Email Address:** nussl1990@icloud.com

**Date of Project:** 04/25/26

**Total Project Cost:** \$ 4,600

**Total Requested from Hotel/Motel Tax Funds:** \$ 4,600

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

## Project Identification

1. What is the title of your project?

2026 Iowa State USBC Senior Tournament

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

Oelwein selected by the Iowa State USBC Bowling Association to be the host site for the 2026 Iowa State USBC Senior Trounament. This tournament will be held each weekend from April 25 to May 17 2026 (excluding mothers day). The tournament is open to all USBC members statewide age 50 and over as of 1 May 2026. Bowlers will bowl 3 games of Doubles and 3 games of Singles on the weekend of their choice. More information found at [http://www.iowabowl.com/merged/tournaments/iausbc\\_wba\\_senior.html](http://www.iowabowl.com/merged/tournaments/iausbc_wba_senior.html) or by emailing [association.manager@iowabowl.com](mailto:association.manager@iowabowl.com)

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?

This event will pull bowlers from all parts of the state to come visit Oelwein. While in town they will book hotel rooms and shop our local stores and restaurants.

3. Project Evaluation:

Projected number of adults the project will reach

1,000

Projected number of youth the project will reach

0

Geographic area of draw

State of Iowa

Volunteers:

Number of volunteers

132

Number of volunteer hours

400

Attendance of event previous year(s)

676

Day opens to public or performance(s)

Public welcome to watch bowlers any weekend of tournament.  
Tournament shifts are 10am, 1pm, 4pm each day of tournament.

## 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.

Please see attached budget

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.

None

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

No

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

No

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.

Geri Nurse  
**Recipient**  
Association Mgr, Delwin USBC

11/25/25

Date

Ben Wk  
**Recipient**  
President, Delwin USBC

11/25/25

Date

## Oelwein USBC

- Local bowling association serving men, women and youth in Oelwein area
- 501(c)(3): 65-1265531
- 2024-2025 Season Membership: 132
- Home Bowling Center: Viper Lanes, Oelwein
- Volunteer Leadership:
  - Levi Nuss – Association Manager
  - Ben Weber – President
  - Karen Gates – Vice President
  - Theresa Loban – Director
  - Dean Hendricks – Director
  - Peggy Hendricks – Director/Youth Coordinator

## Budget – Summary

	Manufacturer	Price	Qty	Sub-Total	Tax	Set-Up	Total
<b>Retractable Banner:</b>	Vistaprint	\$ 269.99	1	\$ 269.99	\$ 18.90	\$ -	\$ 288.89
<b>Strech Table Covers:</b>	Vistaprint	\$ 329.99	2	\$ 659.98	\$ 46.20	\$ -	\$ 706.18
<b>Folding Tables:</b>	Staples	\$ 69.99	2	\$ 139.98	\$ 9.80	\$ -	\$ 149.78
<b>Folding Chairs:</b>	Staples	\$ 56.39	2	\$ 112.78	\$ 7.89	\$ -	\$ 120.67
<b>Clipboards (6 pack):</b>	Staples	\$ 16.59	1	\$ 16.59	\$ 1.16	\$ -	\$ 17.75
<b>Ink Pens</b>	Vistaprint	\$ 0.49	750	\$ 367.49	\$ 25.72	\$ -	\$ 393.22
<b>Keychains:</b>	Vistaprint	\$ 0.75	750	\$ 561.82	\$ 39.33	\$ -	\$ 601.14
<b>Printer:</b>	HP - 3301fdw	\$ 639.00	1	\$ 639.00	\$ 44.73	\$ -	\$ 683.73
<b>Toner - Black:</b>	HP - 218X	\$ 114.99	1	\$ 114.99	\$ 8.05	\$ -	\$ 123.04
<b>USB Printer Cable:</b>	HP	\$ 12.00	1	\$ 12.00	\$ 0.84	\$ -	\$ 12.84
<b>Paper (5 reams):</b>	Staples	\$ 40.49	1	\$ 40.49	\$ 2.83	\$ -	\$ 43.32
<b>Polo Shirts:</b>	Dancore (Hazleton)	\$ 80.00	6	\$ 480.00	\$ 33.60	\$ 35.00	\$ 548.60
<b>Name Badges:</b>	CJ's Trophies (Oelwein)	\$ 20.00	6	\$ 120.00	\$ 8.40	\$ -	\$ 128.40
<b>Tee Shirts:</b>	Dancore (Hazleton)	\$ 14.00	50	\$ 700.00	\$ 49.00	\$ 35.00	\$ 784.00
							<b>\$4,601.57</b>

## Budget – Breakdown

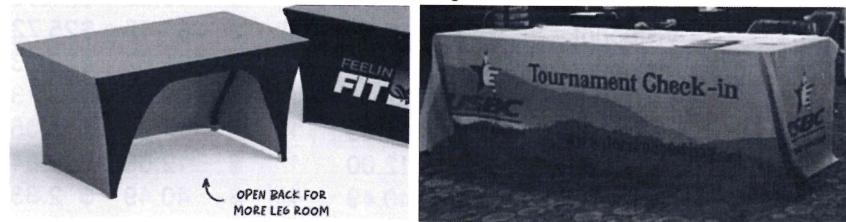
- **Retractable Banner - \$288.89**

- USBC requirement
  - USBC has template with Vistaprint.com
- Will not be tournament specific so can be used for potential future State tournament hosting in town.



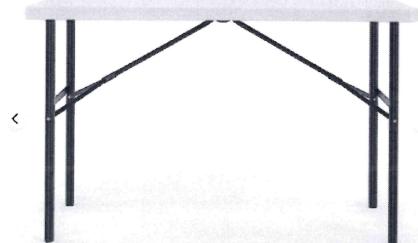
- **Stretch Table Covers - \$706.18**

- USBC requirement
  - USBC has template with Vistaprint.com
- Will not be tournament specific so can be used for potential future State tournament hosting in town.



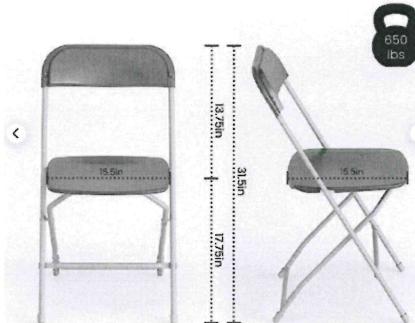
- **Folding Tables (4') - \$149.78**

- Needed for check-in and paperwork processing



- **Folding Chairs - \$120.67**

- Needed for check-in and paperwork processing tables



- **Clipboards - \$16.59**

- Needed for volunteers to collect scores as they are completed



- **Ink Pens - \$393.22**

- Used by bowlers & Oelwein USBC promotional item



- **Keychains - \$601.14**

- Oelwein USBC promotional item given to tournament bowlers



- **Printer - \$683.73**

- Printer for tournament paperwork (score sheets, standings sheets, sign-in sheets, etc)



- **Toner, Black - \$123.04**

- Toner for above printer

- **USB Printer Cable - \$12.84**

- Needed for above printer

- **Printer Paper - \$43.32**

- 5 reams of printer paper for tournament score sheets, standings sheets, etc.

- **Polo Shirts - \$548.60**

- USBC requirement
    - Local Board & Officers have matching shirts for easy identification
  - Local supplier – Dancore in Hazleton
    - Nike brand polo, design in process

- **Name Badges - \$128.40**

- USBC requirement
    - Local Board & Officers have name badges for easy identification
  - Local supplier – CJ's Trophies & More in Oelwein
    - Design in process

- **Tee Shirts - \$749.00**

- USBC requirement
    - Volunteers must have easily identifiable t-shirts for bowlers to see
  - Local supplier – Dancore in Hazleton
    - Gilden brand t-shirts, design in process



Item 2.

**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.

<b>Organization Name:</b>	Williams Center for the Arts
<b>Contact Name:</b>	Linda Murphy and Sandie Graf, Co-Directors
<b>Mailing Address:</b>	P.O. Box 636
<b>City, State, Zip:</b>	Oelwein, Iowa 50662

**Phone:** (319) 283-6616      **Email Address:** director@williamscenterforthearts.com

**Date of Project:** 04/18/26

**Total Project Cost:** \$ 15,043.00

**Total Requested from Hotel/Motel Tax Funds:** \$ 2,500.

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



20 2nd Ave. S.W.  
Oelwein, Iowa 50662

city@CityofOelwein.org  
www.CityofOelwein.org

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

**CITY OF OELWEIN**  
**HOTEL AND MOTEL TAX FUNDING APPLICATION**  
**(TOURISM, COMMUNITY CULTURE AND EDUCATION,**  
**AND COMMUNITY RECREATION AND EVENTS)**

**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 application will be afforded the opportunity to attend a brief question and answer session with the Advisory Board.

**Organization Name:** Williams Center for the Arts, (Williams Center, INC.)

**Contact Name:** Linda Murphy & Sandie Graf, Co-Directors

**Mailing Address:** P. O. Box 636

**City, State, and Zip:** Oelwein, IA 50662-0636

**Phone:** 319-283-6616

**Email Address:** director@williamscenterforthearts.com

**Total Project Cost:** \$15,043.

**Amount requested from the Hotel/Motel Tax Funds is** \$2,500.

**Please indicate which category you are applying for funds:**

Primary  
 Community Culture and Education  
 Community Recreation and Events  
 New and Emerging Organization and Events

Please sign and date this application. Your signature below certifies that you have read and understand 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 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.

By  November 24, 2025

Sandie Graf, Co-Director

Williams Center for the Arts

**HOTEL/MOTEL TAX FUNDING APPLICATION**  
**(Tourism, Community Culture and Education, and Community Recreation and Events.)**

**Project Identification:****1. What is the title of your project?**

Billy Joel Tribute Show : Williams Center for the Arts stage.

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

A musical celebration of an artist whose catalog has over 33 top 40 hits, Billy Nation entertains audiences with a high-energy authentic concert experience of Billy Joel classics from the 70s, 80s, and 90s.

Complete with Billy's signature grand piano, growling saxophone, rich harmonies, and audience engagement, Billy Nation captures Billy's stylistic range with ease from anthems like 'Piano Man' to rocking songs like 'You May Be Right' to beautiful ballads like 'Just the Way You Are.'

Led by pianist/vocalist, Adam Shapiro, Billy Nation delivers great performances and passionate live shows that bring back the authentic spirit of the Piano Man's music.

Expenses for this concert include the artists' fee, lighting sound, printing, advertising, meals, and housing. This program is the 7th show in the 25-26 Williams Center for the Arts Artist Series. The program will be held on Saturday, April 18, 2026.

**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?**

The Williams Center for the Arts is one of the top destinations of choice for the arts in the four-county area of northeast Iowa. Fifty percent of our audiences come from communities other than Oelwein. We have had concert attendees from over 40 area communities.

Some of the locations which our patrons come from include: Spencer, IA, Des Moines, IA, Minneapolis, MN, Rochester, MN, Galena, IL, Dubuque, IA, as well as the Oelwein area.

People coming to Oelwein for programs at the Williams Center for the Arts not only come to the programs but also spend money with our local businesses such as restaurants, convenience stores and motel/hotels.

During the 2025-26 concert year the Williams Center for the Arts will spend more than \$8,000 in hotel costs at Cornerstone Inn and Suites. An additional \$2,000 is spent for meals, and an additional \$1,500 for hospitality, which is a required part of each contracted event.

4. Project Evaluation:

A. Targeted Population

1.) Hotel/Motel guests generated by this project.

a. Number of guests.

The number of guests generated by this project is approximately 50+. This includes the performers as well as members of the audience needing housing.

b. How will hotel/motel guests be tracked?

We ask for information from Cornerstone Inn and Suites as to the number of rooms used and how many guests were housed in those rooms per evening.

2.) Number of adults the project will reach.

The total number of visitors to the Williams Center for the Arts Artist Series is 7,625 persons per year. Total number of persons using the Williams Center for the Arts during a calendar year is over 75,000. This includes the Artist Series, OCAD, NICC use, school use, district and state music associations, the State of Iowa, and the Federal Government.

The total number of adults this project will reach is 500 persons.

The Williams Center for the Arts provides residents with special needs the opportunity to attend the events at the center. Groups with special needs using the Williams Center for the Arts include: Mercy Living Plus, the two Alternative Living Homes in Oelwein, Full Circle Services, Grandview Nursing Home, Oelwein Care Nursing Home, and ABCM facilities in Independence, IA. These residents are admitted to the Artist Series event at a reduced ticket price.

3.) Number of youth the project will reach.

Approximately 300 youth will be reached by this project and over 10,000 youth will be served for the entire 2024-25 performance year. (This number includes all usage.) Every Oelwein School student (K-12) is admitted at no charge.

**C. Volunteers****1) Number of volunteers**

Based on past experience we will have over 25 volunteers

**2.) Number of volunteer hours**

We anticipated volunteers contributing 50 hours.

**D. Attendance of event previous year(s)**

The total number of visitors to the Williams Center for the Arts Artist Series is approximately 75,000 persons. (This includes the Williams Center for the Arts Artist Series, Northeast Iowa Honor Bands and Honor Choirs, Pre-All State High School Vocal Workshop, Programs and Concerts from the Oelwein Community Schools, Gallagher-Bluedorn children's plays, and various Community usages, as well as the State of Iowa, and the Federal Government.

**E. Day open to the public or performances(s)?**

The Williams Center for the Arts Artist Series begins in mid-August and runs through April, 2026. The Billy Joel Tribute Show is 7<sup>th</sup> on our 2025-26 series. It will be held April 18, 2026.

**5. Project Budget:**

**A.** 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. Cost estimates are included at the conclusion of this grant request form in this application.

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

**Matching funds:**

Northeast Iowa Charitable Foundation, In-Kind donations, Memorials, Ticket Sales, Local Business Sponsorships (program ads)

The Williams Center for the Arts is requesting a \$2,500 grant to help cover part of the cost of the Billy Joel Tribute Show.

C. Is this application "seed money" for a new? Project? If yes,  
Please explain.

It is not "seed" money.

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

This application helps to fund the existing 2024-25 Artist Series at the Williams Center for the Arts.

E. Have you ever received Hotel/Motel funding?  
From the City of Oelwein in the past?

Yes:  No: \_\_\_\_\_

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

**Amount of Funding:** The Williams Center Artist Series has received \$6,000 each year for the past several years. Prior to 2017, the City of Oelwein was able to assist the Williams Center Artist series in the amount of \$10,000 yearly. We are asking for a \$2,500 grant.

**Completion Date is April 18, 2026**

### **BUDGET FOR: *Billy Joel Tribute***

Artist fee: \$10,500

Meals: \$500 estimate

Advertising: \$768

Hospitality: \$100

Housing: \$1400 estimate

Sound and Lights: \$1100 estimate

Programs and posters: \$675 estimate

**Total Projected Costs: \$15,043.**