



Agenda

Planning, Finance, Enterprise, and Economic Development Committee

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

5:30 PM

September 22, 2025

Oelwein, Iowa

Mayor: Brett DeVore

Committee Members: Matt Weber, Karen Seeders, Lynda Payne

Pledge of Allegiance

Discussions

- [1.](#) Consideration of a motion providing direction to Council on the Hotel Motel request of \$1,500.00 to the Williams Center for the Arts.
- [2.](#) Consideration of a motion providing direction to Council on the Hotel Motel request of \$9,779.33 to The Grand Theatre of Oelwein, Inc.

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



**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: Williams Center for the Arts
Contact Name: Linda Murphy & Sandie Graf, Co-Directors
Mailing Address: P.O. Box 636
City, State, Zip: Oelwein, Iowa 50662
Phone: 319-283-6616 **Fax:** _____ **Email Address:** director@williamscenterforthearts.com
Total Project Cost: 17,225.00

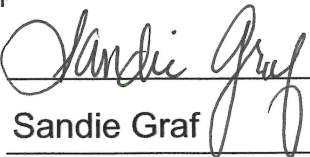
Total Requested from Hotel/Motel Tax Funds: \$ 1,500

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

Please sign and date this application. Your signature below 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.

Applicant:

by: 
Sandie Graf
(printed name)

Date August 28, 2025

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?
The Spirit of Christmas: For Kids from 1-92 : Williams Center for the Arts stage.

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

Steem-The Spirit of Christmas "For Kids from One to 92" is truly a holiday extravaganza, with everything from beautifully lush, traditional fare to great pop rock songs and joyful family favorites. The show features Steve March-Torme', singer/bassist Michael Bailey from Vic Ferrari along with the amazing band STEEM'. This concert is a feast of musical styles, all woven together by the spirit of the season. You will hear "The Christmas Song" aka 'Chestnuts Roasting" written by Steve's dad Mel Torme' on a hot July day in Los Angeles, (millions and millions sold & streamed) a number of great modern pop hits & our new holiday classic, "I Remember Christmas time". This show will warm your heart but it's also plenty exciting enough to make it beat a little faster, just the sort of feeling that this time of year is all about.....DON'T MISS "For Kids from 1 to 92!

Expenses for this concert include the artists' fee, lighting sound, printing, advertising, meals, and housing. This program is the 4th show in the 25-26 Williams Center for the Arts Artist Series. The program will be held on Sunday, November, 2025.

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 Spirit of Christmas is the 4th show in the series. It will be held November 30, 2025.

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 \$1,500 grant to help cover part of the cost of The Spirit of Christmas: For Kids from 1-92.

- 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: X 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 \$1,500 grant.

Completion Date is November 30, 2025

BUDGET FOR: The Spirit of Christmas: For Kids from 1-92

Artist fee: \$13,000

Meals: \$500 estimate

Advertising: \$650

Hospitality: \$100

Housing: \$1200 estimate

Sound and Lights: \$1100 estimate

Programs and posters: \$675 estimate

Total Projected Costs: \$17,225

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
October
November
December
January
February
March
April
May
June

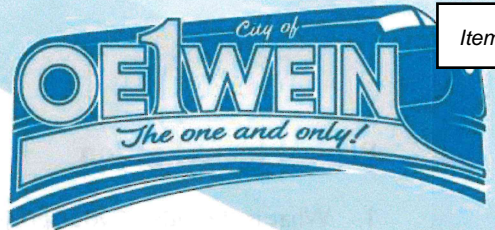
Revenue Rec'd Tracking (s/b \$65,000)

July '25 9,956.97
August '25 7,248.21
September '25
October '25
November '25
December '25
January '26
February '26
March '26
April '26
May '26
June '26 \$ 17,205.18

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				

Total \$ 1,500.00

\$ 61,171.38 Available to award



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.

Organization Name: The Grand Theatre of Oelwein, Inc
Contact Name: Shanna Tylee
Mailing Address: Box 469
City, State, Zip: Oelwein, IA 50662

Phone: (319) 283-5511 **Email Address:** grandstaff2010@hotmail.com

Date of Project: 12/15/25

Total Project Cost: \$ 9779.33

Total Requested from Hotel/Motel Tax Funds: \$ 9779.33

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

Project Identification

1. What is the title of your project?

Theater upgrades and repairs

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

We need to replace a 30 year old furnace and upgrade lighting to improve safety and customer experience.

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?

By keeping our theater updated, it will be more attractive to prospective visitors and will encourage people to support this theater as opposed to traveling out of town.

3. Project Evaluation:

Projected number of adults the project will reach

8,649

Projected number of youth the project will reach

7,985

Geographic area of draw

We draw primarily from southern Fayette County and northern Buchanan County. Primarily, Oelwein, Independence, Hazelton, Fayette, Maynard, Jesup. Smaller numbers from West Union, Clermont, Strawberry Point, Aurora, Waverly and Dunkerton.

Volunteers:

Number of volunteers

Number of volunteer hours

Attendance of event previous year(s)

17,134

Day opens to public or performance(s)

The Grand is open 7 days/ week, 365 days/year

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.

Ken's Electric, furnace, \$5291.15
Cinema Next USA, floor lighting, \$4488.18

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.

Shanna M. Sykes, President
Grand Theatre Delwin

Recipient

10 Sep 2025

Date

Recipient

Date