



Agenda

Planning, Finance, Enterprise, and Economic Development Committee

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

5:30 PM

March 11, 2024

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 \$10,000.00 to the Grand Theatre of Oelwein.
- [2.](#) Consideration of a motion providing direction to Council on the Hotel Motel request of \$1,500.00 to the Williams Center for the Arts.

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: Grand Theatre of Oelwein

Contact Name: Matt Vogel

Mailing Address: 26 S. Frederick - PO Box 469

City, State, Zip: Oelwein, Ia 50662

Phone: 563-608-1815 Fax: Email Address: njvia1958@gmail.com

Total Project Cost: \$18,404

Total Requested from Hotel/Motel Tax Funds: \$ 10,000

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: Matthew Vogel, GTO President

Date 2-25-24

Matthew J Vogel
(printed name)

CITY OF OELWEIN HOTEL/MOTEL TAX FUNDING APPLICATION (Tourism)

Project Identification

1. What is the title of your project?

Theatre II HVAC replacement

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

Replacing the HVAC equipment in Theatre II. Furnance & AC system are from 1980's & no longer work efficiently. AC doesn't work at all.

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?

Investing in enhancing the overall visitor experience at the theatre with improvements can retain & attract new visitors to the Oelwein community.

3. Project Evaluation:

A. Targeted Population

3 - 100

1) Hotel/Motel guests generated by project

None directly. We are an activity for those hotel/motel guests who choose to stay in Oelwein.

a. Number of projected hotel/motel guests.

b. How will hotel/motel guests be tracked.

2) Number of adults the project will reach

7500

3) Number of youth the project will reach

7500

B. Geographic area of draw

25 mile radius of Oelwein

C. Volunteers

1) Number of volunteers

4 board member plus several regular volunteers + an annual cleanup/fix up day with 10/20 volunteers.

2) Number of volunteer hours

250 hours

D. Attendance of event previous year(s)

15,000
18,000 pre covid.

E. Day open to public or performance(s)

Open daily

4. 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.

\$18,400 total cost. Presently we have raised \$8000
which is in our savings. We hope to do the project
in early part of April.

B. 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.

We received \$8,000 from the Fayette County Foundation. We used
\$3,000 of this to update our bathrooms/plumbing. We saved
\$5000 from this grant & have \$3000 in our savings to be
used for this project.

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

No

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

No

E. 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: \$ 20,000 for our

Date of Funding: season project 2 1/2 yrs ago



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;



Assurances Continued

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 **within 60 days.**
- **Failure to comply with the aforementioned rules will prohibit the applicant from applying for funds for one year.**

Matthew Vogel, President
Recipient

2-25-24
Date

Recipient

Date

KEN'S ELECTRIC INC.
841 1st Ave SE, Oelwein, IA 50662
ELECTRICAL HVAC SOLAR
319-283-4221

841 1st Ave SE, Oelwein, IA 50662

BILL TO
The Grand Theater
26 South Frederick Avenue #PO BOX 469
Oelwein, IA 50662 USA

ESTIMATE 33280300	ESTIMATE DATE Aug 09, 2023
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JOB ADDRESS
The Grand Theater
26 South Frederick Avenue #P.O. Box 469
Oelwein, IA 50662 USA

Job: 32685814

ESTIMATE DETAILS

HVAC-Rooftop Air Replacment (Good): Included in this option will be the installation of a new Heil roof top Air conditioner for the small theater. We will remove and install the new unit. The ductwork will be transitioned to the existing duct and insulated. The wiring will be installed also. All material and labor have been included to install the above.

Warranty:
5 year parts
3 year labor

TASK	DESCRIPTION	QTY	PRICE	
IRH	INSTALL ROOF TOP UNIT HEIL	1.00	\$4,200.00	\$4,200.00
S-BUCKET TRUCK	CRANE RENTAL	1.00	\$2,000.00	\$2,000.00
NONSTOCK EQUIP	HEIL ROOFTOP A/C 7.5 TON RAV090H02A0AAA	1.00	\$11,000.00	\$11,000.00

POTENTIAL SAVINGS	\$0.00
SUB-TOTAL	\$17,200.00
TAX	\$1,204.00
TOTAL	\$18,404.00

Thank you for choosing Ken's Electric, Inc.

Pay online- <https://kenselectricinc.securepayments.cardpointe.com/pay>

For financing options visit Enhancify.com/kens-electric-inc to see offers that are available.

CUSTOMER AUTHORIZATION

50% DUE UPON ACCEPTANCE OF THIS PROPOSAL AND 50% DUE UPON COMPLETION OF THE PROJECT. THIS PROPOSAL IS VALID FOR 30 DAYS.

Sign here

Date



**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, Williams Center, Inc
Contact Name: Linda Murphy & Sanide 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: \$14,538

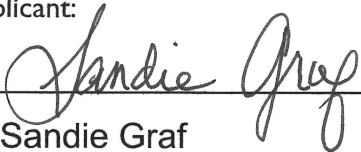
Total Requested from Hotel/Motel Tax Funds: \$ 1,500

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:  Date February 29, 2024
Sandie Graf
(printed name)

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

Project Identification:

1. What is the title of your project?
2. *Tribute to Neil Diamond-Doug Nash* :Williams Center for the Arts stage.

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

Nashville Recording Star DOUG ALLEN NASH presents a NEIL DIAMOND TRIBUTE Featuring The Nash A-List Big Band. Audiences are on their feet during Doug's dazzling tribute to Neil Diamond featuring his greatest hits, "Cracklin' Rose," "Sweet Caroline," "America," "Forever in Blue Jeans," "Play Me," and many more.

A country boy at heart, Doug grew up on a farm in northwest Illinois near a picturesque town on the banks of the Mississippi River. He began performing in local talent shows at age five; and had formed his own band by age twelve. While in his twenties, Nash entertained our troops overseas with the USO, touring 87 countries. A chance meeting at that time with Johnny Cash in a Copenhagen, Denmark airport inspired him to create "*The Johnny Cash Tribute Show.*" He ultimately added another American icon, Neil Diamond. Nash's rich baritone just happens to be in the same vocal range as both Cash and Diamond. "Doug Allen Nash 'channels' these two American icons." High praise from Chicago's top-rated WGN-TV Morning News after a recent guest appearance. Doug captures the essence of both legendary performers in his own style and with his own passion for their music. When this ruggedly handsome and gifted singer and musician hits the stage, you know you are in the presence of a dynamic star and the consummate showman. Doug Allen Nash loves to entertain and it comes straight from his heart to his audience. Every night's a party when this captivating entertainer is on stage. He is dedicated to keeping the legacies of these two beloved artists alive. Doug's enormous gifts as a singer, musician and dazzling entertainer have audiences applauding his showstopping concerts in theatres, resorts and casinos from coast to coast, including the legendary Caesars Palace on the Las Vegas Strip and The Hard Rock Hotel and Casino, Nashville's Opryland Hotel, and the Taj Mahal in Atlantic City. Yes, a country boy at heart! Doug, who was inducted into the "Legends of South Dakota Country Music Hall of Fame," still has farmland in his native Illinois and heads back whenever his busy concert schedule permits. He also likes to saddle up in his signature cowboy hat, boots and jeans for a little trail ride!

Expenses for this concert include the artists' fee, lighting sound, salaries, printing, advertising, meals, and housing. This program is the 7th show in the 23-24 Williams Center for the Arts Artist Series. The program will be held on Saturday, April 27, 2024.

3. **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. Almost 1/3 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 2023-24 concert year the Williams Center for the Arts will spend more than \$8,000 in hotel costs at Cornerstone Inn and Suites. An additional \$5,000 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 75+. 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, City of Oelwein, Mercy Hospital, 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 2022-23 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, 2024. American English: The Complete Beatles Tribute was the first show in the series. It was held on August 19, 2023. The show cited for this grant will be Saturday, April 27, 2024.

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. Date of cost completion should be April 27, 2024.

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 Doug Nash- A Neil Diamond Tribute.

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 2023-24 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 requesting a \$1,500 grant.

Completion Date is APRIL 27, 2024

BUDGET FOR: A Tribute to Neil Diamond-Doug Nash

Artist fee - \$9,750	Housing \$1,000 estimate
Meals: \$400 estimate	Sound and Lights: \$1600 estimate
Advertising: \$763	Programs and posters: \$675
Hospitality: \$100	Transportation: \$250
Total Projected Costs: \$14,538.00	