

Agenda

Planning, Finance, Enterprise, and Economic Development Committee

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

5:30 PM

July 22, 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 \$1,500.00 to the Williams Center for the Arts.
- [2.](#) Hotel Motel Application and Guidelines Updates Discussion.

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



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.

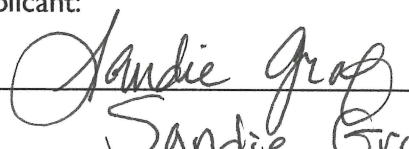
Organization Name: Williams Center for the Arts, Williams Center, Inc
Contact Name: Linda Murphy & Sandie Graf, Co-Directors
Mailing Address: P.O. Box 636
City, State, Zip: Oelwein, Iowa 50662
Phone: 319-283-6616 **Fax:** _____ **Email Address:** director@williamscenterforthearts.com
Total Project Cost: 14,068

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 7-8-2024
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. *Dolly Parton & Kenny Rogers Tribute Show* :Williams Center for the Arts stage.

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

Mark Hinds has been performing a Tribute to Kenny Rogers for the past 20 years. It all started in Gaylord Michigan in 1979 when given the opportunity to perform as Kenny Rogers at a ski resort would change his life forever. Mark has performed at numerous Moose, Elk and Eagles Lodges, perfecting his act and gaining much notoriety as the only Kenny Rogers tribute artist in the country at the time.

Kelly Vohnn sings all types of music. No project is too big or too small. She has sung in front of 100,000 people in stadiums and outdoor concerts and also enjoys singing in a very intimate setting. Besides her Dolly Parton Tribute shows, she is also known for her Reba McIntyre imitation. She is the recipient of the "Best Entertainer" 2023 Silver State Award.

Expenses for this concert include the artists' fee, lighting sound, printing, advertising, meals, and housing. This program is the 1st show in the 24-25 Williams Center for the Arts Artist Series. The program will be held on Saturday, August 24, 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 2024-25 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 Friday, February 16, 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 February 16, 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 Dolly Parton & Kenny Rogers 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: 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 hoping for a \$1,500 grant.

Completion Date is August 24, 2024

BUDGET FOR: Dolly Parton & Kenny Rogers Tribute Show

Artist fee - \$9,500	Housing \$800 estimate
Meals: \$500 estimate	Sound and Lights: \$1,500 estimate
Advertising: \$743	Programs and posters: \$675
Hospitality: \$100	Transportation: \$250
Total Projected Costs: \$14,068	

Hotel Motel FY 2024

Past Fiscal Year

Fund 122 balance 6/30/2023 \$ 12,934.56

Current Fiscal Year

Estimated Revenue 2023

65,000.00
 less Revenue to General Fund 50% (31,850.00)
 less Revenue to Trails (to trans 6-2021) (10,000.00)

FY 2023-24 available for tourism awards **\$ 23,150.00**

Treasurer's Report Fund 122

Month End Balance History

July 12,355.78
 August 30,684.83
 September 29,246.62
 October 21,821.03
 November 45,568.14
 December 45,661.65
 January 44,273.59
 February 64,753.24
 March 63,398.20
 April 63,565.57
 May
 June (tentative)

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

August '23 18,306.47
 November '23 23,689.58
 February '24 20,359.29
 May '24 10,262.92
\$ 72,618.26

Project	Date Requested	Amount Requested	Council Award Date	Amount Awarded	Date Paid	Amount paid	*Remaining Balance	Special Instructions
Fayette County Agricultural Society	4/1/2023	5,000	4/24/2023	5,000	10/3/2023	5,000		
Williams Center	6/1/2023	1,500	6/12/2023	1,500	9/20/2023	1,500		
Italian Heritage Days	6/1/2023	600	6/12/2023	600	7/12/2023	600		
Oelwien Celebrations	8/1/2023	20,000	8/28/2023	5,000	5/30/2024	5,000		split? 15K Econ Dev
Williams Center	9/1/2023	1,500	9/11/2023	1,500	1/4/2024	1,500		
O Town Mania	9/1/2023	2,500	9/11/2023	2,500	10/3/2023	2,500		
Williams Center	12/1/2023	1,500	12/11/2023	1,500	3/6/2024	1,500		
F&T BBQ	12/1/2023	15,000	12/11/2023	-				\$15K awarded, obtain non-profit status or sponsor, budget, cancelled award
Williams Center - Tribute Neil Diamond	3/1/2024	1,500	3/11/2024	1,500	5/30/2024	1,500		
Grand Theatre	3/1/2024	10,000	3/11/2024	10,000				
Italian Heritage Days	4/18/2024	4,000	4/22/2024	4,000	5/23/2024	1,500		
				Total \$		33,100.00		

\$ 2,984.56 Available to award



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

Application Deadlines

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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



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?

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:

Hotel/Motel guests generated by project

Number of adults the project will reach

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



**City Of Oelwein
Hotel/Motel Tax Funding
Tourism Program Guidelines**

Purpose

The City of Oelwein is offering grant funds for tourism through projects presented to them by organizations and individuals. These grant funds are made possible through the hotel/motel tax funds received by the City of Oelwein. By law, 50% of these funds must be spent on ventures that promote area tourism. The city will only provide funding to a nonprofit or 501C3 organizations, 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 4:30 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 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 City Council Planning, Finance, Enterprise and Economic Development Committee. Applicants need not be available during the committee's review of an application. All applications recommended for approval by the funding advisory of Planning, Finance, Enterprise and Economic Development Committee. Applications are then 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 as soon as the City Council makes its decision.

Application Requirements

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

Eligible Projects

Eligible applicants include any individual, agency, group or non-profit organization whose project has a beneficial impact on the community of Oelwein. The city will only accept applications from 501C(3) or nonprofit organizations. The Planning, Finance, Enterprise and Economic Development Committee encourages creative projects which 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 501C(3) entities and nonprofits 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.

The Planning, Finance, Enterprise and Economic Development Committee will review all four categories. A majority will vote to determine allocation amounts. Category 1 - Primary applications will be reviewed for funding allocations prior to reviewing Categories 2, 3, and 4. 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 which are mission-driven and improve the overall quality of life in Oelwein. Organizations should have 501C(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 501C(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 501C(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.
- Non-Oelwein events

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
- A list of the leadership and members of the nonprofit requesting the funds
- 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

Cost Reimbursement

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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.

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.