



## Agenda

Planning, Finance, Enterprise, and Economic Development Committee

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

5:30 PM

June 08, 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 to provide a recommendation to Council on the Hotel Motel request from the Oelwein Fire Fighter Foundation.
2. Consideration of a motion to provide a recommendation to Council on the Hotel Motel request from the Oelwein Archery Boosters.
3. Consideration of a motion to provide a recommendation to Council on the Hotel Motel request from the 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



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

**Application Deadlines**

September 1 • December 1 • March 1 • June 1

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

**Organization Name:**

**Contact Name:**

**Mailing Address:**

**City, State, Zip:**

**Phone:**  **Email Address:**


**Date of Project:**

**Total Project Cost: \$**


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

Please indicate which category you are applying for funds:

- Category 1 - Primary
- Category 2 - Community Culture and Education
- Category 3 - Community Recreation and Events
- Category 4 - New and Emerging Organization and Events

  
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?

Iowa Firefighters Association Convention

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

The Iowa Firefighter's Association's annual convention is a revolving location event. This event brings in members from the whole state of Iowa as well as some towns from neighboring states.

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?

Our event is projected to bring in about 1500 registered attendee's as well as another 500-800 local residents

3. Project Evaluation:

Projected number of adults the project will reach 2,000

Projected number of youth the project will reach 300

Geographic area of draw

State of Iowa

Volunteers:

Number of volunteers 100

Number of volunteer hours 2,000

Attendance of event previous year(s) 1,500

Day opens to public or performance(s)

Dates with events open to the general public are the Thursday, Friday and Saturday of the event. On Thursday and Friday there will be a few waterball contests. Saturday is the IFA state competition with a parade to follow in the evening. Also during the day on Saturday a craft/vender show will be open to the public.

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.

Willing to discuss this further in a meeting

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.

Fundraisers, in-kind donations, ads, grants

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

Yes. This event was last seen in Oelwein in 1998. This is the first time in 30 years this event has been brought back to the community

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.

*Matt Derifield*  
\_\_\_\_\_  
**Recipient**

05/19/26  
\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Recipient**

\_\_\_\_\_  
**Date**

RESOLUTION NO. 5619-2024

RESOLUTION APPROVING HOTEL/MOTEL TAX FUNDING TOURISM PROGRAM GUIDELINES

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

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

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

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

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

Passed and approved this 12 day of August, 2024.



Brett DeVore, Mayor

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

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

Attest:

  
Dylan Mulfinger, City Administrator

Recorded August 13, 2024.



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

**Purpose**

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

**Application and Project Deadlines**

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

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

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

**Application Requirements**

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

**Eligible Projects**

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

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



**Eligibility and Allocation Procedures**

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

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

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

**Category 1:**

**Primary:**

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

**Category 2:**

**Community Culture and Education:**

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

**Category 3:**

**Community Recreation and Events:**

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

**Category 4:**

**New and Emerging Organizations and Events.**

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



### **Ineligible Projects/Components**

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

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

### **Review/Evaluation Criteria (Tourism)**

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

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

The Oelwein Fire Fighters Foundation is requesting a total of \$10,000 in Hotel/Motel Tax funding: \$5,000 in fiscal year 2026 and \$5,000 in fiscal year 2027. Splitting the request across two years helps reduce the impact on the funds in a single year. Planning and preparation for this event take more than a year. Key expenses include the items below (this is not an exhaustive list).

**Temporary campground:** Land Rent, purchase fencing, signage, power poles, power service, grass seed, paint, and related materials.

**Merchandise:** Produce and sell event apparel and memorabilia, including items required by the Iowa Firefighters Association.

**Registration equipment and office supplies:** Rent or purchase computers and printers, plus paper, envelopes, pens, and other administrative supplies.

**Event tents:** Rent and set up an 80 ft × 180 ft tent at the campground for entertainment and catered meals, along with tables, chairs, and a stage. Rent and set up an additional 40 ft × 60 ft tent at the sports complex for registration.

PRICE BREAKDOWN

ITEM	COST PER UNIT	QUANTITY	TOTAL	Notes	Due by
<b>CAMPGROUND ITEMS</b>					
Land rent	\$10,000	1	\$10,000	Land rent for 2027	Oct-26
Wooden snow fence	\$70.00	182	\$12,740	50' rolls wooden	Mar-27
Fence post	\$5.99	1138	\$6,818.62	5.5' metal t post	Mar-27
Power poles	\$432.75	30	\$12,982	30' tall	Mar-27
Grass Seed			\$7,434	3 variety of seeds	Oct-26
Seed drilling	\$30.00	42	\$1,260		Oct-26
Striping paint	\$48.00	10	\$480	To paint lot lines	Aug-27
<b>OFFICE SUPPLIES</b>					
Laptop	\$399.99	4	\$1,599.96	For registration/even	Feb-27
Printers	\$139.99	3	\$419.97	For Registration	Feb-27
Paper	\$48.99	1	\$48.99	1 case of 10 reams	Sep-26
Envelopes	\$39.99	1	\$39.99	1 box of 500	Sep-26
Pens	\$9.39	3	\$28.17	boxes of 60	26-Aug
<b>EVENTS</b>					
60x230	27,599.00	1	\$27,599		03/27 deposit
40x60 tent	\$2,500	1	\$2,500		27-Mar Unknown Delievery cost
Tables	\$12	90	\$1,080		27-Mar
Chairs	\$2.50	700	\$1,750		27-Mar
Stage	\$3,600	1	\$3,600		27-Mar
Lime	\$7	40	\$280		27-Aug

PRICES ARE OF 2026 PRICING Possibly can go up



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

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### **Ineligible Projects/Components**

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

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September 1 • December 1 • March 1 • June 1

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**Organization Name:** Oelwein Archery Boosters

**Contact Name:** Chad Dettbarn

**Mailing Address:** 820 4th Ave SW

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

**Phone:** 5639209017      **Email Address:** oelweinchery@gmail.com

**Date of Project:** 04/09/26

**Total Project Cost:** \$ 7070

**Total Requested from Hotel/Motel Tax Funds:** \$ 7070

Please indicate which category you are applying for funds:

- Category 1 - Primary
- Category 2 - Community Culture and Education
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Phone: (319) 283-5440  
Fax: (319) 283-4032



**Project Identification**

1. What is the title of your project?

Oelwein Archery tournament

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

Our organization hosted a club tournament on January 31, 2026. The event brought together teams and participants from both local and out-of-town areas, resulting in an increased patronage of restaurants and businesses. The tournament provided a competitive and engaging experience while promoting our community as a destination for youth sports/events. We anticipate continued growth in attendance and visitor participation in future tournaments.

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?

Our club tournament promotes and expands tourism in Oelwein by attracting teams, families, and spectators from outside the community. Many participants traveled from surrounding areas resulting in visitors contribute to the local economy by dining at restaurants, shopping, and utilizing other local services. By hosting this annual event, we help position Oelwein as a destination for youth sports and community events, encouraging repeat visits and continued tourism growth.

3. Project Evaluation:

Projected number of adults the project will reach 900

Projected number of youth the project will reach 500

Geographic area of draw

Applington, Parkersburg, Central Springs, Denver, Winthrop, Independence, Marion

Volunteers:

Number of volunteers 47

Number of volunteer hours 285

Attendance of event previous year(s) 1100

Day opens to public or performance(s)

Friday night and all day Saturday

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.

Medals/Trophies - \$2046
Rental fee of Wellness Center - \$500
NASP fees - \$945
Bullseye paper faces - \$419
3D targets - \$2,460

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.

In-kind donations from archer families provided all food and beverages for the concession stand, with an estimated value of approximately \$1,100-\$1,300, significantly reducing event costs. Additional support from local businesses, including Subway, Dairy Queen, and the Grand Theater, contributed further donated items for the concession stand. Donated baked goods for the bake sale are estimated at \$200-\$400 in value, with all proceeds supporting the tournament. The event also benefited from the use of state-provided 3D targets, which reduced wear and tear on our own equipment, resulting in an estimated cost savings of \$2,400.

These combined contributions demonstrate strong community partnerships, active family involvement, and significant in-kind investment, all of which serve as meaningful matching resources for the project.

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.

This application is for the expansion of an existing project/program. The requested funds will help us enhance and grow our tournament offerings by improving the overall event experience and increasing our capacity to host participants. Building on the success of our January tournament, we are planning to host two tournaments next year, which will attract more teams, increase overnight stays, and further promote tourism in Oelwein

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**

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- 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.

*Chad Per*

Recipient

4/12/26

Date

Recipient

Date

RESOLUTION NO. 5619-2024

RESOLUTION APPROVING HOTEL/MOTEL TAX FUNDING TOURISM PROGRAM GUIDELINES

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

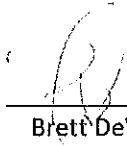
WHEREAS, the city only wants to partner with nonprofits; and

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

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

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

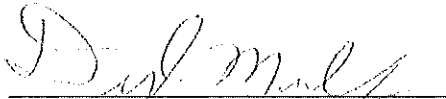
Passed and approved this 12 day of August, 2024.

  
\_\_\_\_\_  
Brett DeVore, Mayor

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

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

Attest:

  
\_\_\_\_\_  
Dylan Mulfing, City Administrator

Recorded August 13, 2024.

**Hotel Motel FY 2026**

**Past Fiscal Year**

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

**Current Fiscal Year**

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

**Treasurer's Report Fund 122**

**Month End Balance History**

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

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

July '25 9,956.97  
 August '25 7,248.21  
 September '25 7,384.94  
 October '25 7,664.76  
 November '25 -  
 December '25 13,280.02  
 January '26 4,123.53  
 February '26 3,589.54  
 March '26 2,649.44  
 April '26 3,648.24  
 May '26 5,209.22  
 June '26 \$ 64,754.87

Project	Date Requested	Amount Requested	Council Award Date	Amount Awarded	Date Paid	Amount paid	*Remaining Balance	Special Instructions
Williams Center - Reba McEntire Tribute	6/1/2025	1,500.00	6/9/2025	1,500	11/12/2025	1,500.00		
Williams Center - Spirit of Christmas	9/1/2025	1,500.00	9/22/2025	1,500	1/9/2026	1,500.00		
Grand Theatre - HVAC system	9/1/2025	9,779.33	9/22/2025	5,291.15	11/25/2025	5,291.15		
Oelwein Coliseum	10/22/2025	9,369.00	10/27/2025	9,369	2/27/2026	9,369.00		
Williams Center - Billy Joel Tribute	1/1/2026	2,500.00	1/26/2026	2,500	4/28/2026	2,500.00		
Oelwein USBC - 2026 Tournament	1/1/2026	4,600.00	1/26/2026	4,600	2/9/2026	4,592.74	7.26	
Oelwein Coliseum	2/1/2026	2,500.00	2/13/2026	1,500	2/27/2026	1,500.00		
Williams Center - Alabama Tribute	3/1/2026	2,500.00	3/9/2026	2,500	4/28/2026	2,500.00		
Fayette Co Ag Society - Co Fair	3/1/2026	5,000.00	3/23/2026	2,500				
Big O Celebration - Big O Weekend	3/1/2026	10,000.00	3/23/2026	10,000				
Oelwein Coliseum	5/1/2026	1,500.00	5/26/2026	1,000				
American Legion Ross Reid Post 9	5/19/2026	3,490.00	5/26/2026	3,490				
				Total \$		45,750.15		

**\$ 16,921.23 Available to award**



Item 3.

### 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 and Sandie Graf, Co-Directors

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

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

**Phone:** (319) 283-0908      **Email Address:** director@williamscenterforthearts.com

**Date of Project:** 05/28/26

**Total Project Cost: \$** 14,443

**Total Requested from Hotel/Motel Tax Funds: \$** 2500

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: \$14,443.

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 Sandie Graf May 28, 2026

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?**  
 Strait Outta Texas - George Strait Tribute : Williams Center for the Arts stage.

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

This is the #1 International George Strait Tribute Production in the world. Derek Spence captures the look, sound, and mannerisms of "The King of Country" in such amazing detail, that even Texan's have a difficult time telling the difference.

This program is the 1st show in the 2026-27 Williams Center for the Arts Artist Series. The program will be held on Saturday, August 22, 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 2026-27 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 Artist Series 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 25 youth will be reached by this project and over 10,000 youth will be served for the entire 2026-27 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, 2027. The Strait Otta Texas is the 1st on our 2026-27 series. It will be held August 22, 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 Strait Outta Texas – George Strait 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 2026-27 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: We are asking for a \$2,500 grant.

Completion Date is August 22, 2026

**ESTIMATED BUDGET FOR: Strait Otta Texas**

Artist fee: \$10,500

Meals: \$200 estimate

Advertising: \$768 estimate

Hospitality: \$100 estimate

Housing: \$1200 estimate

Sound and Lights: \$1000 estimate

Programs and posters: \$675 estimate

**Total Projected Costs: \$14,443**