



## **Agenda**

Planning, Finance, Enterprise, and Economic Development

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

5:20 PM

September 12, 2022

Oelwein, Iowa

---

**Mayor:** Brett DeVore

**Mayor Pro Tem:** Lynda Payne

**Council Members:** Karen Seeders, Tom Stewart, Matt Weber, Dave Garrigus, Dave Lenz

---

### **Pledge of Allegiance**

### **Discussions**

- [1.](#) Discussion on Williams Center for the Arts Hotel Motel Application in the amount of \$1,500.

### **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, 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 Graff, Co-Directors

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

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

**Phone:** 319-283-6616 **FAX:** 319-283-4497

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

**Total Project Cost:** \$15,548.00

**Amount requested from the Hotel/Motel Tax Funds is \$1500.**

**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 Linda Murphy Applicant: August 25, 2022

**Linda Murphy**  
(Printed name)

**CITY OF OELWEIN  
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?**
2. **Christmas with the Celts**:Williams Center for the Arts stage.

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

The Celts present the perfect combination of ancient Irish Carols, contemporary Christmas standards and spontaneous humor. Expenses for this concert include the artists' fee, lighting sound, salaries, payments to Oelwein Community Schools for utilities and custodial service, printing, advertising, meals, and housing. This program is the 4<sup>th</sup> show in the Williams Center for the Arts Artist Series. The program will be held on Sunday, November 27, 2022.

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 2022-23 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.

### 3. 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, 2023. The Ultimate Garth Brooks Tribute was the first show in the series. It was held on August 20, 2022. The show cited for this grant will be Sunday, November 27, 2022.

#### 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. Cost estimates are included at the conclusion of this grant request form in this application. Date of cost completion should be November 27, 2022.

**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 hoping for a \$1,500 grant to help cover part of the cost of Christmas with the Celts.

**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 2022-23 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 November 27, 2022**

**BUDGET FOR: Christmas with the Celts**

Artist fee - \$9,500

\$5,250.00 retainer paid March 1, 2022

Housing \$1230

Meals: TBD (estimated at \$100.00)

Sound and Lights: \$2,500

Advertising: \$743.00

Programs and posters: \$675.00

Hospitality: \$100.00

Transportation: \$700.00

**Total Projected Costs: \$15,548.00**



**Hotel Motel FY2019****Fund 122**

Remaining from previous FY 2018	14,834.85		
Balance on T Report June 30, 2018	25,602.62	Bal on T Report Jan. 31, 2019	57,951.82
		Bal on T Report Feb 28, 2019	51,506.36
Projected Rev 2019	54,000.00	Bal on T Report March 31, 2019	67,096.92
		Bal on T Report April 30, 2019	67,166.99
Revenue to General Fund	26,460.00	Bal on T Report May 31, 2019	56,834.18
Revenue to Tourism	17,540.00	Bal on T Report June 30, 2019	34,478.34
Revenue to Trails	10,000.00		

Project	Date Requested	Amount Requested	Date Council Awarded	Amount Awarded	Sent Ck Paid	Date Paid	Remaining Balance
Fair	8/28/2018	1000		1000	YES	9/25/2018	
Italian Days	6/24/2018	1200		1200	yes	7/9/2018	
Soccer Club	6/24/2018	2000		2000	yes	7/9/2018	
Williams Center	Jul-Sept 2018	1000	9/24/2018	1000	yes	10/9/2018	
United Way	6/27/2018	1060	9/24/2018	1040	yes	11/15/2018	
Pawsitively Oelwein Inc	9/25/2018	4045.49	9/24/2018	3900	YES	5/29/2019	
Williams Center	Oct-Dec 2018	2000	2/11/2019	1500	YES	2/12/2019	
OELWEIN CELEBRATIONS INC	2/1/2019	5000	2/11/2019	5000	yes	2/25/2019	
Williams Center	Jan-Mar 2019	1500	3/25/2019	1500	yes	5/7/2019	
Fayette Co Ag Society	2/28/2019	5000	3/25/2019	5000	YES	5/17/2019	
Williams Center	6/1/2019	1500	6/10/2019	1500			
Oelwein Soccer Club	5/16/2019	5200	6/10/2019	2200	yes	6/13/2019	holding check waiting on 501C3
Total Awarded				26840			

32,978.34 remaining balance T Report minus unpaid

**Hotel Motel FY 2020****Past Fiscal Year**

Balance on T Report June 30, 2019	34,478.34
less trails 2018-19 (to trans 6-2020)	(10,000.00)
less Williams Center 6-1-request	(1,500.00)
Unused carry over balance	22,978.34
*not included in remaining balance in chart	

**Current Fiscal Year****Estimated Revenue 2020**

Estimated Revenue 2020	60,000.00
less Revenue to General Fund 50%	(30,000.00)
less Revenue to Trails (to trans 6-2020)	(10,000.00)
FY 2019-20 available for tourism awards	20,000.00

**Treasurer's Report Fund 122****Month End Balance History**

July	32,320.23
August	49,770.62
September	47,294.15
October	44,706.64
November	44,554.22
December	61,761.90
January	61,820.40
February	73,099.63
March	73,167.16
April	73,204.88
May	73,242.61
June	50,877.90

**Revenue Rec'd Tracking (s/b \$60,000)**

August '19	18,096.68
December '19	17,155.88
February '20	15,829.45
June '20	5,162.85
	56,244.86

Project	Date Requested	Amount Requested	Council Award Date	Amount Awarded	Date Paid	Amount paid	*Remaining Balance	Special Instructions
Williams Center (prior year award)	6/1/2019	1500	6/10/2019	1500	9/18/2019	1500.00	\$20,000.00	
Oelwein Community Plaza Board	7/1/2019?	7800	7/22/2019	3900	8/21/2019	685.63	\$16,100.00	50% HM / 50% ED
"	"				9/10/2019	833.75		50% HM / 50% ED
"	"				9/23/2019	201.25		50% HM / 50% ED
"	"				10/11/2019	445.62		50% HM / 50% ED
"	"				10/21/2019	696.25		50% HM / 50% ED
"	"				11/7/2019	209.38		50% HM / 50% ED
Williams Center Q1	10/1/2019	1,500	10/14/2019	1,500	10/18/2019	1500.00	\$14,600.00	
Junior Husky Basketball Club	10/1/2019	3,105	10/14/2019	3,105	2/12/2020	3105.00	\$11,495.00	
Williams Center Q2	12/1/2019	1,500	2/24/2020	1,500	2/25/2020	1500.00	\$9,995.00	
Williams Center Q3	3/1/2020	1,500	2/24/2020	1,500				
Fayette Co Ag Society	3/1/2020	6,000	3/9/2020	6,000	7/20/2020	6000.00		
Oelwein Celebrations	3/1/2020	5,000	3/9/2020	5,000				
Rotary Club		2,000		2,000	7/29/2020	6/22/1905		
Grand Theatre - new seating		10,000	6/23/2020	10,000				
Current FY Total Awarded				\$ 34,505.00				
Amt Remaining to be awarded				\$ (14,505.00)				

**Hotel Motel FY 2021****Past Fiscal Year**

Balance on T Report June 30, 2019	34,478.34
less trails 2018-19 (to trans 6-2020)	(10,000.00)
less Williams Center 6-1-request	(1,500.00)
Unused carry over balance	<u>22,978.34</u>
*not included in remaining balance in chart	

**Current Fiscal Year****Estimated Revenue 2021**

less Revenue to General Fund 50%	65,000.00
less Revenue to Trails (to trans 6-2021)	(30,000.00)
less Revenue to Trails (to trans 6-2021)	(10,000.00)
FY 2020-21 available for tourism awards	<u>25,000.00</u>

**Treasurer's Report Fund 122****Month End Balance History**

July	50,899.54
August	56,132.24
September	56,150.82
October	51,736.11
November	71,465.17
December	69,983.19
January	69,999.51
February	70,015.12
March	78,148.28
April	78,165.84
May	81,999.06
June	45,342.41

**Revenue Rec'd Tracking (s/b \$60,000)**

August '20	13,215.93
December '20	19,715.85
February '21	9,615.41
June '21	<u>8,819.86</u>
	51,367.05

Project	Date Requested	Amount Requested	Council Award Date	Amount Awarded	Date Paid	Amount paid	*Remaining Balance	Special Instructions
Oelwein Community Plaza Board	7/1/2019?	7800	7/22/2019	3071.88	8/21/2019	685.63		50% HM / 50% ED
"	"				9/10/2019	833.75		50% HM / 50% ED
"	"				9/23/2019	201.25		50% HM / 50% ED
"	"				10/11/2019	445.62		50% HM / 50% ED
"	"				10/21/2019	696.25		50% HM / 50% ED
"	"				11/7/2019	209.38		50% HM / 50% ED
						<u>3071.88</u>		
Williams Center Q3	3/1/2020	1,500	2/24/2020	-	\$1500 WITHDRAWN			
Fayette Co Ag Society	3/1/2020	6,000	3/9/2020	6,000	7/20/2020	6000.00		
Oelwein Celebrations	3/1/2020	5,000	3/9/2020	-	\$5,000 WITHDRAWN			
Rotary Club		2,000		2,000	7/29/2020	2000.00		
Grand Theatre - new seating		10,000	6/23/2020	-	\$10,000 WITHDRAWN			
Oelwein Soccer Club	8/27/2020	4,430	9/18/2020	4,430	10/29/2020	4430.00		
Williams Center	12/1/2020	1,500	12/10/2020	1,500	12/23/2020	1500.00		
Williams Center	3/1/2021	1,500	3/8/2021	1,500	3/24/2021	1500.00		
Oelwein Celebrations	4/14/2021	12,000	4/12/2021	5,000	5/26/2021	5000.00		
Williams Center	6/1/2021	1,500	6/14/2021	1,500	6/15/2021	1500.00		
Fayette Co Ag Society	6/2/2021	7,000	6/28/2021	6,000	7/15/2021	6000.00		

**Hotel Motel FY 2022****Past Fiscal Year**

Fund 122 balance 6/30/2021 45,342.41

45,342.41

**Current Fiscal Year****Estimated Revenue 2022**

65,000.00

less Revenue to General Fund 50% (32,500.00)

less Revenue to Trails (to trans 6-2021) (10,000.00)

FY 2021-22 available for tourism awards 22,500.00

**Treasurer's Report Fund 122****Month End Balance History**

July 39,351.49

August 55,236.52

September 55,247.53

October 53,758.24

November 53,768.35

December 78,741.94

January 78,756.07

February 78,768.82

March 73,420.04

April 60,434.08

May 67,643.97

June

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

August '21 15,877.61

December '21 24,963.75

February '22 14,637.03

June '22 11,198.41

66,676.80

Project	Date Requested	Amount Requested	Council Award Date	Amount Awarded	Date Paid	Amount paid	*Remaining Balance	Special Instructions
Williams Center	9/1/2021	1,500	9/13/2021	1,500	10/28/2021	1,500		
Grande Theatre of Oelwein	10/1/2021	10,000	10/11/2021	20,000	3/4/2022	20,000		
Williams Center	12/1/2021	1,500.00	12/22/2021	1,500	4/6/2022	1,500		
Williams Center	2/1/2022	1,500	2/14/2022	1,500	4/21/2022	1,500		
Junior Husky Basketball Club	2/1/2022	4,000	2/28/2022	4,000	5/25/2022	4,000		
Oelwein Celebrations	3/1/2022	15,000	3/28/2022	10,000	4/6/2022	10,000		
Williams Center	5/1/2022	1,500	5/9/2022	1,500				

**Hotel Motel FY 2023****Past Fiscal Year**

Fund 122 balance 6/30/2022 24,970.38

24,970.38

**Current Fiscal Year****Estimated Revenue 2023**

65,000.00

less Revenue to General Fund 50% (32,500.00)

less Revenue to Trails (to trans 6-2021) (10,000.00)

FY 2022-23 available for tourism awards 22,500.00

**Treasurer's Report Fund 122****Month End Balance History**

July 24,989.08

August

September

October

November

December

January

February

March

April

May

June

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

August '22 19,820.08

December '22

February '23

June '23

19,820.08

Project	Date Requested	Amount Requested	Council Award Date	Amount Awarded	Date Paid	Amount paid	*Remaining Balance	Special Instructions
Williams Center	5/1/2022	1,500	5/9/2022	1,500	8/25/2022	1,500		
Fayette County Agricultural Society	7/1/2022	7,000	7/12/2022	6,000	8/31/2022	6,000		
O-Town Mania	8/1/2022	2,500	8/8/2022	2,500	9/7/2022	2,500		