



Agenda

Planning, Finance, Enterprise, and Economic Development Committee

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

5:30 PM

December 11, 2023

Oelwein, Iowa

Mayor: Brett DeVore

Committee Members: Matt Weber, Karen Seeders, Lynda Payne

Pledge of Allegiance

Discussions

- [1.](#) Consideration of a motion recommending approval for the Hotel Motel Application for the Williams Center for the Arts in the amount of \$1,500.00.
- [2.](#) Consideration of a motion recommending approval for the Hotel Motel Application for T&T BBQ in the amount of \$15,000.00.

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

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

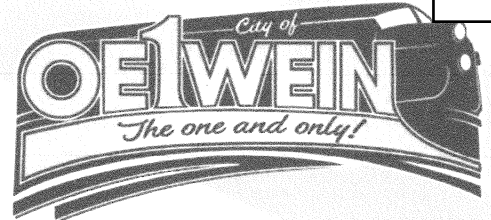
July 12,355.78
 August 30,684.83
 September 29,246.62
 October 21,821.03
 November 45,568.14
 December
 January
 February
 March
 April
 May
 June (tentative)

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

August '23 18,306.47
 November '23 23,689.58
 February '24
 May '24 \$ 41,996.05

| 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 | | | | split? 15K Econ Dev |
| Williams Center | 9/1/2023 | 1,500 | 9/11/2023 | 1,500 | | | | |
| O Town Mania | 9/1/2023 | 2,500 | 9/11/2023 | 2,500 | 10/3/2023 | 2,500 | | |
| | | | | Total \$ | | 16,100.00 | | |

\$ 19,984.56 Available to award



**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: \$13,118

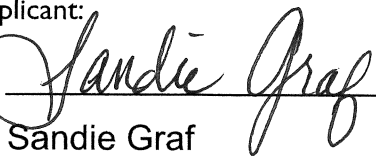
Total Requested from Hotel/Motel Tax Funds: \$ 1500

Please indicate which category you are applying for funds:

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

Please sign and date this application. Your signature below certifies that you have read and understand all of the guidelines for this funding program. You further understand that you will be required to submit a summary of expenses at the end of the project and that if any funds are not expended or are found to be outside the scope of the grant made by the City Council you will be **required to reimburse/return** these funds to the City of Oelwein.

Applicant:

by: 
Sandie Graf
(printed name)

Date December 1, 2023

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. *Empire Trio* :Williams Center for the Arts stage.

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

Empire Trio presents "Hooray for Hollywood: 100 Years of Musical Magic", a musical revue of some of the most beloved and celebrated songs from the Silver Screen, covering classics from the 1920s to the present day.

You'll be dazzled by lively classics such as "Good Morning", "Accentuate the Positive," and "Get Happy", and you'll be beguiled by timeless love ballads like "Somewhere Over the Rainbow", "Can't Help Falling in Love with You" and "Moon River". The audience will be invited to join in on certain classic songs such as "As Time Goes By". Movies represented in the show include "Casablanca", "The Sound of Music", "James Bond Theme Songs", "Titanic", "The Wizard of Oz" and many more. The show is peppered with fascinating stories about the legendary singers who performed the songs, from Judy Garland, Elvis Presley and Frank Sinatra, to Celine Dion and Barbara Streisand. While most of the show will be sung as solos, duets and trios with subline piano accompaniment, you'll also hear instrumental performances, such as the haunting "Theme from Schindler's List" performed on the violin and piano. This show truly is a uniquely presented glamorous soundtrack of the greatest movie music of all time!

Empire Trio is one of the most critically acclaimed and versatile classical crossover groups on tour today, featuring the exceptional beautiful voices of Erin Shields and Adam Cannedy and the virtuosic multi-instrumental talent of the incredible David Shenton.

Expenses for this concert include the artists' fee, lighting sound, salaries, printing, advertising, meals, and housing. This program is the 5th show in the 23-24 Williams Center for the Arts Artist Series. The program will be held on Friday, February 16, 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.

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, 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.

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 February 16, 2024.



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: T&T BBQ
Contact Name: Thryon Matthews
Mailing Address: 719 N Frederick Ave
City, State, Zip: Oelwein, Iowa 50662
Phone: 319.509.0324 Fax: Email Address: tnt.bbq.ia@gmail.com
Total Project Cost: 43000

Total Requested from Hotel/Motel Tax Funds: \$ 15000

Please indicate which category you are applying for funds:

- Category 1 - Primary
Category 2 - Community Culture and Education
Category 3 - Community Recreation and Events (checked)
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: [Signature] Date 11-28-2023
Thryon M. Matthews
(printed name)

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

Project Identification

1. What is the title of your project?

Taste of the BBQ Showdown

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

T&T is planning on bringing a diverse culinary experience to Oelwein hosted at the new Event Center.

This event will give people the opportunity to taste a variety of cultural award winning food

from the Netflix show "Barbeque Showdown, Season 2" contestants. Tickets will be sold for \$25 per person.

A percentage of any excess revenue would be used to reimburse the City, donated to area churches and help fund local charities.

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 goal is to attract over 1200 to the one day event in town. We will be doing targeted advertising,

e-commerce social media and will be able to target our followers and the followers of the

other participants to attend. Based on our following we expect to draw from all corners of the state

as well as from Minnesota, Wisconsin and Illinois. We expect pulling in others from through out the

3. Project Evaluation:

A. Targeted Population

Residents in NE Iowa, our followers, fans of the Netflix show "BBQ Showdown," and fans and

followers of the participating chefs

1) Hotel/Motel guests generated by project

We anticipate around 100-120 out of town guests staying in local hotels- both adults and children

a. Number of projected hotel/motel guests.

100-120+

b. How will hotel/motel guests be tracked.

We will be working with the local hotels - checking with them on reservations

and seeing how many indicated they have travelled for the event

2) Number of adults the project will reach

960+ adults

3) Number of youth the project will reach

240+ youth

B. Geographic area of draw

200+mile draw including Iowa, Minnesota, Wisconsin and Illinois

where the participating chefs hail from and where the social media following are from

C. Volunteers

1) Number of volunteers

15

2) Number of volunteer hours

100+

D. Attendance of event previous year(s)

NA - One time event in 2023

E. Day open to public or performance(s)

May 4, 2024

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.

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 will be approaching our sponsors - Iowa Pork Producers and the Cooking Guild
for funding. We are reaching out to the Iowa Beef Producers, the corporate offices of
Fareway and HyVee, as they have locations in Oelwein. We will also be approaching
other corporate offices of area locations (Kwikstar). Any additional funding needed will be fronted by us.

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

Yes. This is a one time event celebrating the success of our local winner - Thryon Matthews and
his culinary expertise that won Season 2. Doing the event with other
participants from the show, we will be bringing a one-day
celebration that will draw a large crowd to town

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: \$ _____

Date of Funding: _____



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.**

Recipient

Date

Recipient

Date

Budget for May 4th 2024

- Travel Expense include lodging, food, mileage for back and forth to airport for chefs: 8,000.00
- Food for the Chef's to cook food items/ crews for clean up, set up, breakdown, sue chefs, rental of special equipment, renting other areas: 15,000.00
- Payment for public appearance for all the chef's in total this includes prepping/sharing post/pictures/talking with press: 15,000.00
- Advertisement/Marketing including Facebook/IG/Radio/Newspaper: 5,000.00

This is the estimated cost for the venue without any sponsorships' at this time.