



**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: Fayette County Ag Society
Contact Name: Kevin Converse
Mailing Address: 504 S Vine St
City, State, Zip: West Union
Phone: (319) 404-1280 **Fax:** _____ **Email Address:** conversecattle@gmail.com
Total Project Cost: \$40,000.00

Total Requested from Hotel/Motel Tax Funds: \$ 7,000.00

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: Kevin Converse Date 07/06/2022

Kevin Converse
(printed name)



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

Project Identification

I. What is the title of your project?

2022 Fayette County Fair Free Carnival for all Fayette County children

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

In recent years, the Fayette County Fair has relied on support from Fayette County communities to sponsor the
Carnival. This allows the Fayette County Ag Society to keep the fair free to all. In doing so, the fair can provide
a family friendly atmosphere for all Fayette County residents that is free of charge.

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 Fayette County Fair brings in roughly 20,000 people throughout the week. Many of these people are not
from Oelwein or Fayette County. Bringing them to the fair provides an opportunity for all communities to further
promote themselves. Additionally, many, if not all of the hotel rooms in the county are often booked by non-locals
who are in the area to visit the fair. Finally, the fair partners with many Oelwein businesses to promote their industries.

3. Project Evaluation:

A. Targeted Population
Fayette County residents

Tourists

I) Hotel/Motel guests generated by project

After speaking with the two Oelwein hotels, it was reported that there was an increase in bookings
during the week of the fair.

a. Number of projected hotel/motel guests.
40-50 guests

Kevin Converse

b. How will hotel/motel guests be tracked.
Calling and talking to hotel management



2) Number of adults the project will reach

20,000 - 25,000 parents

3) Number of youth the project will reach

4,000 children

B. Geographic area of draw

Fayette County, Clayton County, Bremer County,
Winneshiek County, Buchanan County, Delaware County,
Allamakee County, Black Hawk County, Chikasaw County

C. Volunteers

1) Number of volunteers

50-100

2) Number of volunteer hours

5,000 hours

D. Attendance of event previous year(s)

20,000 - 25,000

E. Day open to public or performance(s)

Tuesday, July 19th, 2022 through Saturday, July 23rd, 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.
\$40,000.00 - Carnival Rental Fee

Carnival Dates: July 19th, 2022 through July 23rd, 2022

- 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.

Alpha \$250.00, Arlington \$2,000.00, Auburn \$200.00, Clermont \$1,600.00, Eldorado \$300.00, Elgin \$1,000.00,

Fairbank \$600.00, Fayette \$1,200.00, Fort Atkinson \$500.00, Hawkeye \$1,700.00, Maynard \$500.00, Randalia \$200.00,

St. Lucas \$500.00, Sumner \$500.00, Volga \$200.00, Wadena \$200.00, Waucoma \$500.00, West Union \$5,000.00, Roger & Vicki Gamm \$200.00,

American Legion Post 691 \$500.00, American Legion Post 339 \$500.00.

- C. Is this application "seed money" for a new project? If yes, please explain.
No.

- D. Is this application for the expansion of an existing project/program? If yes, please explain.
Larger riders were booked this year to accommodate the increase in popularity and usage.

- 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: \$ 6,000.00

Date of Funding: 06/28/2021





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.**

Kevin Converse

Recipient

07/06/2022

Date

Recipient

Date