City Of Oelwein
Hotel/Motel Tax Funding
Tourism Program Guidelines
Adopted by Resolution ####-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.
- 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 PFEED 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.

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.