

*Williams Center for the Arts*  
*Douglas McFarlane, Executive Director*  
*P.O. Box 636*

December 1, 2020

To: Dylan Mulfinger and members of the  
Oelwein City Council

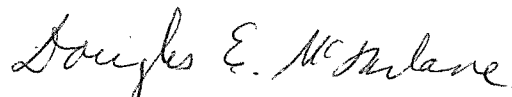
I have enclosed a copy of a grant request from the City of Oelwein Hotel/Motel Tax. The request is one to help with the Williams Center for the Arts operational costs.

We seem to be far from ending the threat from COVID 19. Our operational costs continue. The Williams Center for the Arts needs assistance in meeting operational needs.

The Center should not reopen as long as there is a threat to audiences of contracting the virus through attending Williams Center for the Arts usage.

I am hoping that you will be able to help us in our request of operational funding for the Williams Center for the Arts.

Thank you for your consideration,



Douglas McFarlane,  
Executive Director – Williams Center for the Arts

**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:** Douglas E. McFarlane, Executive Director

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

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

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

**Email Address:** dmcfarlane@oelwein.k12.ia.us

**Total Project Cost:** \$8,500

**Amount requested from the Hotel/Motel Tax Funds is \$1,500.**

**Please indicate which category you are applying for funds:**

- \_\_\_\_\_Primary
- X \_\_\_\_\_Community Culture and Education
- X \_\_\_\_\_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.

**Applicant: Williams Center for the Arts**

By: Douglas E. McFarlane  
November 30, 2020

**Douglas E. McFarlane**  
(Printed name)

**CITY OF OELWEIN  
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?** Provide funding for operational expenses for the Williams Center for the Arts.

2. **Provide a brief description of your project. Attach Additional pages if needed.** This project is designed to help with operational expenses of the Williams Center for the Arts. The funds being requested are needed to pay for the operational expenses for the Williams Center. These include insurance, monthly utilities, supplies and other operational expenses.

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 has been one of the top destinations of choice for the arts in the five county areas of northeast Iowa, consisting of Fayette, Allamakee, Clayton Winneshiek, and Buchanan Counties. Almost one-third of our audiences have 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 eating establishments, convenience stores and motel/hotels.

The operating expenses are needed to maintain the Center until the Center sources of income are restored. During a normal concert year the Williams Center for the Arts has spends almost \$10,000 in hotel costs at the Oelwein Cornerstone Inn and Suites. An additional \$1,350 was spent for artist meals and hospitality. Sound for all nine events would total \$17,2100, and advertisement for the season is about \$5,89.50. These are yearly Center costs and do not include artist's fees.

The Williams Center for the Arts needs funds regardless of the time frame of the actual reopening of the Williams Center for the Arts.

## **Project Evaluation:**

### **A. Targeted Population**

#### **1.) Hotel/Motel guests generated by this project.**

##### **a. Number of guests.**

In previous years, the number of guests generated by this project is over 100 persons. 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 the Super 8 Hotel, the Parkview Motel and the Cornerstone Inn and Suites as to the number of rooms used and how many guests were housed in those rooms per evening.

c. All of these costs and usage numbers are on hold until the Center can reopen.

#### **2.) Number of adults this project will reach.**

As a result of when the Center can reopen the above numbers remain unknown. When the Center is able to reopen the projected number of visitors to the Williams Center could be as high as 775 per event. This will generate funds to operate.

Total number of persons using the Williams Center for the Arts has been 75,000 in past years. It is realized that this number will probably not be achieved immediately. Groups that have used the center have included the Williams Center for the Arts Artist Series, City of Oelwein, Mercy One Hospital, NICC use, school use, district and state music associations, the State of Iowa, and the Federal Government.

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 One Living Plus, the two Alternative Living Homes in Oelwein, Full Circle Services, Grandview Nursing Home, Oelwein Care Nursing Home, and the ABCM facilities in Independence, IA. These residents are admitted to the Artist Series event at a greatly reduced ticket price. Because of Covid 19, these entities may not be able to return coming to the Center immediately.

**3.) Number of youth the project will reach.**

This project prepares the center for usage. As has been Center policy, all Oelwein Community School District School students (K-12) are admitted at no charge. This could be as many as 500 students.

**C. Volunteers**

**1.) Number of volunteers**

When the Center can reopen, it is anticipated there will be about 25 volunteers per event.

**2.) Number of volunteer hours.**

We anticipated volunteers would be contributing 50 hours to the reopening process.

**D. Attendance of events previous years.**

In past years, the total number of visitors to the Williams Center for the Arts has been approximately 75,000 persons. This includes the Williams Center for the Arts Artist Series, North East Iowa Honor Bands and Honor Choirs, Pre-All State High School Vocal Workshop, Programs and Concerts from the Oelwein Community Schools and Sacred Heart, Gallagher-Bluedorn children's plays, and various Community usages, as well as the State of Iowa, and the Federal Government.

Operational expenses continue even though the center is not officially open.

**E. Day open to the public or performances(s)?**

The Center will reopen when the status of the Covid 19 virus makes it safe for audiences and participants.

#### 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. Funds are needed immediately to continue the operation of the Williams Center for the Arts. This project is necessary due to the effects of the Covid 19 virus.

(B.) List sources of matching funds obtained below.

**Matching funds:**

For this project of reopening, the Greater Oelwein Charitable Foundation and the Northeast Iowa Charitable Foundation will assist.

The Williams Center for the Arts is hoping for a \$1,500 grant from the City Hotel/Motel Tax. Although this application is for \$1,500, any amount over this requested amount would be appreciated.

(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.

This application, if approved helps allows for the operational expenses to the Williams Center for the Arts to be met

(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 \$4,000 each year in the past. This amount was raised to \$6,000 recently. We are hoping for a \$1,500 grant for this particular event.

**Completion Date is immediately:**

The final report for this grant will be filed soon as all expenses have been paid.

It should be noted that the center has not had any income since March of 2020. Normal sources of income have included, Season Memberships, Event Ticket Sales, Sponsorships and Gifts. The City Hotel/Motel Tax approved a \$1500 grant for "The Boy Band Night" concert, which was scheduled to be held in April 2020. This concert was cancelled due to the Covid 19 pandemic. This eliminated a \$1,500 source of income. "The Boyd Band Night," advance of \$4,000 was not returned.

**BUDGET FOR: Operational Expenses for the Williams Center**

Insurance: \$5,000

Utilities: \$1500

Supplies: \$500

Other operating expenses: \$1,500.

(This request does not include the loss of  
"The Boy Band Night" advance which was \$4,000.

**Total Projected Costs: \$8,000**