



**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.

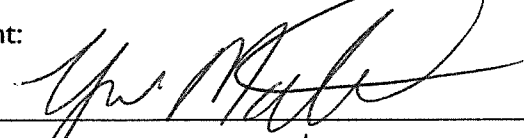
**Organization Name:** T&T BBQ  
**Contact Name:** Thryon Matthews  
**Mailing Address:** 719 N Frederick Ave  
**City, State, Zip:** Oelwein, Iowa 50662  
**Phone:** 319.509.0324 **Fax:** \_\_\_\_\_ **Email Address:** tnt.bbq.ia@gmail.com  
**Total Project Cost:** 43000

**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
- 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:   
Thryon M. Matthews  
(printed name)

Date 11-28-2023



**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.

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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

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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