



**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 & Sanide 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: \$14,538

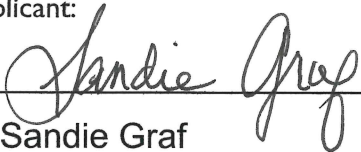
Total Requested from Hotel/Motel Tax Funds: \$ 1,500

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:  Date February 29, 2024
Sandie Graf
(printed name)

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. *Tribute to Neil Diamond-Doug Nash* :Williams Center for the Arts stage.

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

Nashville Recording Star DOUG ALLEN NASH presents a NEIL DIAMOND TRIBUTE Featuring The Nash A-List Big Band. Audiences are on their feet during Doug's dazzling tribute to Neil Diamond featuring his greatest hits, "Cracklin' Rose," "Sweet Caroline," "America," "Forever in Blue Jeans," "Play Me," and many more.

A country boy at heart, Doug grew up on a farm in northwest Illinois near a picturesque town on the banks of the Mississippi River. He began performing in local talent shows at age five; and had formed his own band by age twelve. While in his twenties, Nash entertained our troops overseas with the USO, touring 87 countries. A chance meeting at that time with Johnny Cash in a Copenhagen, Denmark airport inspired him to create "*The Johnny Cash Tribute Show.*" He ultimately added another American icon, Neil Diamond. Nash's rich baritone just happens to be in the same vocal range as both Cash and Diamond. "Doug Allen Nash 'channels' these two American icons." High praise from Chicago's top-rated WGN-TV Morning News after a recent guest appearance. Doug captures the essence of both legendary performers in his own style and with his own passion for their music. When this ruggedly handsome and gifted singer and musician hits the stage, you know you are in the presence of a dynamic star and the consummate showman. Doug Allen Nash loves to entertain and it comes straight from his heart to his audience. Every night's a party when this captivating entertainer is on stage. He is dedicated to keeping the legacies of these two beloved artists alive. Doug's enormous gifts as a singer, musician and dazzling entertainer have audiences applauding his showstopping concerts in theatres, resorts and casinos from coast to coast, including the legendary Caesars Palace on the Las Vegas Strip and The Hard Rock Hotel and Casino, Nashville's Opryland Hotel, and the Taj Mahal in Atlantic City. Yes, a country boy at heart! Doug, who was inducted into the "Legends of South Dakota Country Music Hall of Fame," still has farmland in his native Illinois and heads back whenever his busy concert schedule permits. He also likes to saddle up in his signature cowboy hat, boots and jeans for a little trail ride!

Expenses for this concert include the artists' fee, lighting sound, salaries, printing, advertising, meals, and housing. This program is the 7th show in the 23-24 Williams Center for the Arts Artist Series. The program will be held on Saturday, April 27, 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.

4. 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 Saturday, April 27, 2024.

5. 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 April 27, 2024.

B. List sources of matching funds obtained below. Funding requests are eligible up to 100% funding, but priority will be given to projects with additional sources of funding, including in-kind donations.

Matching funds:

Northeast Iowa Charitable Foundation, In-Kind donations,
Memorials, Ticket Sales, Local Business Sponsorships (program ads)

The Williams Center for the Arts is requesting a \$1,500 grant to help cover part of the cost of Doug Nash- A Neil Diamond Tribute.

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

It is not "seed" money.

D. Is this application for the expansion of an existing project/program? If yes, please explain.

This application helps to fund the existing 2023-24 Artist Series at the Williams Center for the Arts.

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 \$6,000 each year for the past several years. Prior to 2017, the City of Oelwein was able to assist the Williams Center Artist series in the amount of \$10,000 yearly. We are requesting a \$1,500 grant.

Completion Date is APRIL 27, 2024

BUDGET FOR: A Tribute to Neil Diamond-Doug Nash

Artist fee - \$9,750	Housing \$1,000 estimate
Meals: \$400 estimate	Sound and Lights: \$1600 estimate
Advertising: \$763	Programs and posters: \$675
Hospitality: \$100	Transportation: \$250
Total Projected Costs: \$14,538.00	