

June 1, 2021

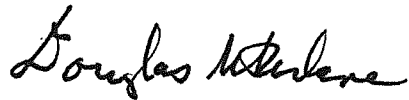
Mr. Dylan Mulfinger:

Please find the Williams Center for the Arts request for funding from the City of Oelwein Hotel/Motel Tax.

We greatly appreciate the City support of the Center and the programming provided to the citizens of Oelwein.

If I can be of further assistance, please feel free to contact me.

Sincerely,

A handwritten signature in cursive script that reads "Douglas McFarlane".

Douglas McFarlane,
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: \$14,800

Amount requested from the Hotel/Motel Tax Funds is \$1500.

Please indicate which category you are applying for funds:

- Primary
- Community Culture and Education
- 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:

By *Douglas E. McFarlane* June 1, 2021

Douglas E. McFarlane
(Printed name)

**CITY OF OELWEIN
HOTEL/MOTEL TAX FUNDING APPLICATION
(Tourism, Community Culture and Education, and Community Recreation and
Events.)**

Project Identification:

1. What is the title of your project?

Providing financial support to open the Williams Center for the Arts in presenting the first show of the 2021-2022 Artist season. (Boy Band Night)

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

This project is designed to help in the continued process of reopening Williams Center for the Arts. The Center is reopening for the presentation of shows in the for the 2021-2020 season on August 28, 2021. These funds are for the The Boy Band Night concert. Other operating expenses include salaries, payments to Oelwein Community School District toward utilities and custodial services, printing, advertising, artist's fee, lighting, and other expenses.

The closure of the Center due to the Covid 19 pandemic resulted in the Williams Center for the Arts canceling the remainder of the 2019-2020 and the entire 2020-2021 concert seasons. The loss of revenue for this period of time was over \$100,000. Funding sources such as ticket sales and sponsorships dried up.

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 1/3 of our audiences have come from communities other than Oelwein. We have had concert attendees from over 40 area communities, including patrons 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.

During a normal concert year, the Williams Center for the Arts has spent almost \$10,000 in hotel costs at the Oelwein Cornerstone Inn and Suites. An additional \$1350 was spent for artist meals and hospitality. Sound for all nine events would total \$7,500, professional lighting \$2500 and advertisement for the season is about \$5,900,

An itemized listing of projected expenses is found at the end of this grant application.

Project Evaluation:

A. Targeted Population

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

a. Number of guests.

In years prior to this projected reopening, 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.

2.) Number of adults this project will reach.

The number of adults this project will reach is The Williams Center for the Arts will reach 2,300 adults. This includes providing 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.

As has been Center policy, all Oelwein Community School District School students (K-12. are admitted at no charge. The school populations that are entitled to this service is around 1300.

C. Volunteers

1.) Number of volunteers

It is anticipated there will be about 25 volunteers per event.

2.) Number of volunteer hours.

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

D. Attendance of events during the previous year(s)

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, 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 Center officials anticipate that the reopening of the center Artist Series programs will be August 28, 2021. Of course, this is contingent on the status of the Covid 19 virus. At this time we project that ticket sales for the first event will go on sale in June 2021.

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. Date of cost completion is anticipated to be September 1, 2021.

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:

*The Greater Oelwein Charitable Foundation and the Northeast Iowa Charitable Foundation will be involved in providing funding.

*We continue to search for grants to assist us in the reopening process.

*The Williams Center for the Arts is hoping for a \$1,500 from this City Hotel/Motel Tax to help reopen the Williams Center for the Arts

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 allows for the resumption of normal operation.

**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 each year. We are hoping for a \$1,500 grant for this particular event.

Completion Date is: September 1, 2021.

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

TOTAL BUDGET FOR FUNDS BEING REQUESTED IN THIS APPLICATION:

Salaries: \$4800

Sponsorship Materials: \$800

**Season Ticket expense for advertising, printing seat signs and
other related expenses: \$1000.**

Remainder of Boy Band Night Fee: \$4000

Boy Band Advertising: \$500

Utilities: \$500

Hotel: (2 nights 5 rooms @ night) \$1000

Sound and Lights: \$2000

Meals: \$200

Total Projected cost for this grant application: \$14,800