

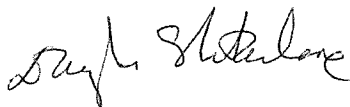
February 26, 2021

To the City Council:

Enclosed is a request for \$1500 from the Hotel-Motel Tax to use for continuing expenses toward reopening the Williams Center for the Arts. The need for these funds is because of the closure of the Center due to Covid 19.

I will be submitting a financial report from January-March in late March, 2021.

Sincerely

A handwritten signature in black ink, appearing to read "Douglas McFarlane". The signature is written in a cursive style with a large initial "D" and "M".

Douglas McFarlane,  
Director – Williams Center for the Arts  
Oelwein, IA

**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:** \$10,800

**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  \_\_\_\_\_ February 26, 2021

**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?**

Continuing financial support associated with reopening 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 in the continued process of reopening Williams Center for the Arts. The Center is hoping to reopen for the presentation of shows in the fall of 2021. The funds being requested are needed to help pay for the operational expenses that include retainers for the five projected shows. The projected shows to be presented in the 2021-2022 season include The Boy Band (retainer has been paid), Shades of Bubl , Abbamania, Simply Queen, and the Highway Men- a tribute to Willie, Waylon and Cash. Each of these requires an upfront retainer of \$1,000. 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.

Without the continued help of start up funds to help reopen the Center there is the possibility of reduction of availability.

This entire proposal is based on the future situation in which the Covid 19 virus can be contained, and reopening slated for August of 2021 is still dependent on the safety of all participants.

To reopen the Williams Center for the Arts, funds will be needed regardless of the time frame of the actual opening.

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 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.**

As a result of this reopening project, the projected number of visitors to the Williams Center will be dictated by the extent of the protocols. Those protocols include:

\*Wearing of masks at all times by members of the audience

\*Social distancing

\*No more than 300 persons in the auditorium at a time.

(The hope is that this number may be raised.)

It could be as high as 775 per event depending on how Covid 19 affects our community and surrounding area.

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 usage of the Center by outside groups will depend on Covid 19.

The Williams Center for the Arts has provided 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.

**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 event 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 programs will be August, 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 June30, 2021. These funds are needed to keep the Williams Center going regardless of the status of the Covid 19 virus.

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:**

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

\*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 preparation to resume 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 recently. We are hoping for a \$1,500 grant for this particular event.

**Completion Date is: June 20, 2021.**

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



It should be noted that the center has not had any usual income since March of 2020. Normal sources of income have included, Season Memberships, Event Ticket Sales and Sponsorships. Although the City Hotel/Motel Tax. Approved a \$1500 grant for "The Boy Band Night," the concert will be rescheduled in the upcoming concert series.

**TOTAL BUDGET FOR: Reopening the Williams Center: Concert year 2021-2022**

Salaries for the Director and Tech Director: \$21,000  
Utilities: \$6,000  
Advances for "Performers in the Artist Series" - \$4000  
Performance fees: \$56,000  
Advertising - \$5,900  
Sound and Light: \$10,000  
Miscellaneous: \$10,000

**Total Projected Costs: \$112,900**