



**City Of Oelwein
Hotel/Motel Tax Funding
Tourism Program Guidelines**

Purpose

The City of Oelwein is offering grant funds for tourism through projects presented to them by organizations and individuals. These grant funds are made possible through the hotel/motel tax funds received by the City of Oelwein. By law, 50% of these funds must be spent on ventures that promote area tourism. The city will only provide funding to a nonprofit or 501C3 organizations, or an event partnering with a nonprofit organization.

Application and Project Deadlines

Applications will be accepted four times per year and must be received by 4:30 p.m. on the deadlines provided below. If deadline falls on a weekend or holiday the deadline shall be 4:30 P.M. on the last working day prior to:

- September 1
- December 1
- March 1
- June 1

The Planning, Finance, Enterprise and Economic Development Committee will meet the first part of January, April, July and October at the Oelwein City Hall Council Room. Each applicant will be afforded the opportunity to attend a brief question and answer session with the City Council Planning, Finance, Enterprise and Economic Development Committee. Applicants need not be available during the committee's review of an application. All applications recommended for approval by the funding advisory of Planning, Finance, Enterprise and Economic Development Committee. Applications are then subject to approval of the Oelwein City Council, which meets on the second and fourth Monday of every month. Applicants will be notified of application approval/denial as soon as the City Council makes its decision.

Application Requirements

- All applications must be typed.
- All areas of the application must be completed.
- Emailed applications are encouraged.

Eligible Projects

Eligible applicants include any individual, agency, group or non-profit organization whose project has a beneficial impact on the community of Oelwein. The city will only accept applications from 501C(3) or nonprofit organizations. The Planning, Finance, Enterprise and Economic Development Committee encourages creative projects which enhance the lives of residents of Oelwein or promotes tourism in the community. This program supports projects that include but are not limited to:



- Developing and/or expanding tourism programs or facilities.
- Building partnerships and cooperative efforts among tourism providers.
- Enhancing and initiating efforts to attract visitors to the community.

Eligibility and Allocation Procedures

Preference will be given to 501C(3) entities and nonprofits as recognized by the Internal Revenue Code of the United States.

All recommendations on allocations shall be subject to City Council approval. Final action on the allocation recommendations and City Council determinations shall be made as a part of the annual budget process.

The Planning, Finance, Enterprise and Economic Development Committee will review all four categories. A majority will vote to determine allocation amounts. Category 1 - Primary applications will be reviewed for funding allocations prior to reviewing Categories 2, 3, and 4. All meetings will adhere to Iowa's open meeting law.

Category 1 Primary:

Applicants are City-owned and operated facilities housing activity that is primarily recreational, cultural, destination marketing or entertainment oriented; the Williams Center for Performing Arts; the Williams Wellness Center; the Veterans Memorial Sports Complex; City commissions dealing with activity that is primarily recreational, cultural, destination marketing or entertainment oriented; and other organizations, programs, events or venues deemed by Council to be of community-wide importance that are not included as line items in the City budget. Debt payments incurred by the City for community organizations or city facilities that provide recreational, cultural, destination marketing or entertainment oriented activities will be the first items funded with Hotel-Motel allocations. In addition, the City may set aside hotel-motel funding for recreational, cultural, community events, or other allocations deemed appropriate by the City Council.

Category 2 Community Culture and Education:

Applicants are educational, cultural, and entertainment-oriented entities which are mission-driven and improve the overall quality of life in Oelwein. Organizations should have 501C(3) status under the Internal Revenue Code. Applicants should have regular hours open to the public or a regular series of events open to the public.

Category 3 Community Recreation and Events:

Applicants are community recreational and event-oriented entities particularly for recreation activities, annual events or limited time events which illustrate a positive impact on the quality of life. Organizations that are 501C(3) will be given preference.



Category 4 New and Emerging Organizations and Events:

Applicants are limited to a total of three successive annual applications for a new or emerging organization or event. The program or event shall show uniqueness, fulfill an unmet need or program, and have a positive impact on the quality of life. Organizations should be 501C(3) or have applied for such status to be eligible in this category.

Ineligible Projects/Components

- Projects with full funding already in place.
- Projects that do not have a beneficial impact on Oelwein.
- Funds should not become recurring operational expenses.
- Funds may not be used as an individual fundraiser or a donation.
- Non-Oelwein events

Projects or Events Under \$500

- Funds can be provided up front to the organization
- A short memo to the city at the conclusion of the event describing the impact the event had on the community
- Receipts proving the hotel motel funds were used properly

Projects or events \$500-\$2000

- A budget and event plan must be provided with the application
- Funds can be provided up front to the organization
- A memo to the city at the conclusion of the event describing the impact the event had on the community
- Receipts proving the hotel motel funds were used properly

Projects or events over \$2000

- A budget and event plan must be provided with the application
- A list of the leadership and members of the nonprofit requesting the funds
- Funds can be provided up front to the organization
- A memo to the city at the conclusion of the event describing the impact the event had on the community
 - Memo should include why/if the event made a profit and how that profit will be used
- Receipts proving the hotel motel funds were used properly

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

- Failure to comply with the aforementioned rules will prohibit the applicant from applying for funds for one year.

Review/Evaluation Criteria (Tourism)

Projects will be evaluated using certain criteria including but not limited to:

- Potential number of guests to be generated by the project.
- Number of people the project will reach.
- Financial need of the project.
- Percentage of project funding being requested.
- “Seed money” to start a new project or expand an existing project.
- Quality of the project.
- The likelihood that the project will achieve stated goals.