

Williams Center for the Arts

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November 28, 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 for the Abbamania show by March 31, 2022/

Sincerely

A handwritten signature in cursive script that reads "Douglas McFarlane". The signature is fluid and matches the printed name below it.

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: \$14,500

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* November 27, 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?

Abbamaia

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

The Center has reopened for the presentation of shows for the 2021-2022 season. The funds requested are for the Abbamaia show. It is a Tribute to ABBA with special guest tribute to Cher. This concert is slated for March 5, 2022. Expenses for this concert include the artist's fee, lighting, sound, salaries, payments to Oelwein Community School District toward utilities and custodial services, printing, advertising, meals and housing.

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. The Center opened up for professional artist's concerts on August 28, 2021. It is anticipated that the Center will continue to need assistance from the City of Oelwein Hotel/Motel Tax.

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. This is not a normal year.

The projected budget for Simply Queen can be 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 prior years the number of guests generated by this project was 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 2,300 adults. This included providing residents with special needs the opportunity to attend the events at the center at a reduced price.

In past years the following groups with special needs have been patrons of 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, Quality Choices and the ABCM facilities in Independence, IA.

Because of Covid 19 and the Delta Variant not all of these entities will be able to return this concert season. At present we have clients of the Rise Alternative Living House, Goodwill and Quality Choices. When Covid 19 and the various variants subside, we anticipate a slow return of patrons from Care Facilities.

3.) Number of youth the project will reach.

As has been Center policy that 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. We are making a concerted effort for more students at Oelwein High School to attend.

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 will be difficult to forecast. In past years approximately 75,000 persons have attended events at The Williams Center for the Arts. (This has included 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 usage. We are conservatively projecting 30,000 persons.

E. Day open to the public or performances(s)?

The Center officials reopened the Artist Series for programming on August 28, 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 March 31, 2022.

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 asking for \$1,500 from the City Hotel/Motel Tax to help finance this Artist Series Concert.

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 will help us to return to and continue normal operations.

**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 for the Arts has received \$6000 annual divided into four quarters. We are hoping for a \$1,500 grant for this particular event.

Completion Date is: March 5, 2022.

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: \$1600
Printing: \$800
Artist Fee: \$9000
Advertising: \$650
Ground Transportation: \$300
Utilities: \$500
Hotel: (2 nights 5 rooms @ night) \$1000
Sound and Lights: \$2200
Meals: \$200

Total Projected cost for this grant application: \$15,750