

Williams Center for the Arts

Douglas McFarlane, Director

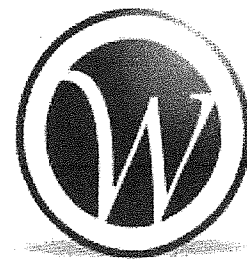
P.O. Box 636

Oelwein, Iowa 50662

Office: 319-283-6616

Cell: 563-663-2220

dmcfarlane@oelwein.k12.ia.us



February 9, 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". The signature is written in black ink and is positioned above the typed name.

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: \$17,324

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 9, 2022

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?

The HIGHWAYMEN/LIVE

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

The HIGHWAYMEN/LIVE is the opening show for the 2022-2023 season. The funds requested are for the HIGHWAYMEN/LIVE show. This concert is slated for April 9, 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 Williams Center for the Arts operates on a \$140,000 fiscal year budget. The request for this grant helps to bring in a top quality tribute show.

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 shows 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 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 Super 8 and the Cornerstone Inn and Suites. The number of shows being presented is 7 events. The hotel expenses for each show costs around \$1200.

The projected budget for The HIGHWAYMEN/LIVE show 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. Because of the types of programs being presented, it is anticipated that the number of persons using hotels in Oelwein for each series event will remain at 100 or more persons. (For the HIGHWAYMEN/LIVE Show.)

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 estimated at 600 adults for this event only. The entire season should reach 3500 persons. The past seasons have provided 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 that have been patrons of The Williams Center for the Arts are: 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 and Omicron variants not all of these entities will return this concert season. At present we have clients of the Rise Alternative Living House, Goodwill and Quality Choices attending the concerts. 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, 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 to encourage more students 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.

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

The total number of visitors to the Williams Center for the Arts is 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 usages. We are conservatively projecting 55,000 persons attending events for the 2022-2023 fiscal year.

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

The Center is open all year long for usage by various groups. These include the groups listed above.

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.

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, the Northeast Iowa Charitable Foundation, and the Fayette County Community Foundation are involved in providing matching funds for this project.

*We continue to search for grants to assist the Williams Center for the Arts

*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 with expenses incurred by The HIGHWAYMENM/LIVE show.

**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 to help

defray the cost for the artists.

Completion Date is: April 9, 2022.

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

TOTAL BUDGET REQUESTED FOR THIS EVENT IS: \$1500

TOTAL PROJECTED FOR THIS EVENT IS: \$17,490

Salaries: \$1624

Printing: \$650

Artist Fee: \$10,000

Advertising: \$650

Ground Transportation: \$0.

Utilities: \$500

Hotel: (2 nights 5 rooms @ night) \$1200

Sound and Lights: \$2400

Meals: \$300

Total Projected cost for this grant application: \$17,324