

**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@oelweinschools.com

Total Project Cost: \$7,644.00

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.

By *Douglas E. McFarlane* Applicant: December 1, 2019

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?**
2. **Bringing the Legendary Ladies of Country Music – Dolly, Patsy and Loretta (in concert) to the Williams Center for the Arts stage.**

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

This project helps bring the country music icons – The Legendary Ladies of Country Music – Dolly, Patsy, Loretta to the Williams Center for the Arts stage. They are renowned classical country music performers. The artist's contract is attached to this application. This program is part of the Williams Center for the Arts Artist Series. This program will be held on February 10, 2020. (It should be noted that this is a tribute concert.)

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 is one of the top destinations of choice for the arts in the four county area of northeast Iowa. Almost 1/3 of our audiences come from communities other than Oelwein. We have had concert attendees from over 40 area communities

Some of the locations which our patrons come 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 restaurants, convenience stores and motel/hotels.

During the 2019-2020 concert year the Williams Center for the Arts Will spend almost \$1620 in hotel costs at the Oelwein Cornerstone Inn and Suites. An additional \$150 is spent for meals, and an additional \$150 for hospitality, which is a required part of each contracted event. Sound for all nine events is \$17,2100, and advertisement for the season is about \$5,89.50. These are yearly costs)

3. Project Evaluation:

A. Targeted Population

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

a. Number of guests.

The number of guests generated by this project is approximately 75+. 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 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 the project will reach.

The total number of visitors to the Williams Center for the Arts Artist Series is 7,625 persons per year. Total number of persons using the Williams Center for the Arts during a calendar year is over 75,000. This includes the Artist Series, City of Oelwein, Mercy Hospital, NICC use, school use, district and state music associations, the State of Iowa, and the Federal Government.

The total number of adults this event will reach is projected at 625 persons.

The Williams Center for the Arts provides 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 Living Plus, the two Alternative Living Homes in Oelwein, Full Circle Services, Grandview Nursing Home, Oelwein Care Nursing Home, and ABCM facilities in Independence, IA. These residents are admitted to the Artist Series event at a reduced ticket price.

3.) Number of youth the project will reach.

Approximately 300 youth will be reached by this event and over 10,000 youth will be served for the entire 2018-2019 performance year. (This number includes all usage Every Oelwein School student (K-12) (Public and Sacred Heart) is admitted at no charge.

C. Volunteers

1) Number of volunteers

Based on past experience we will have over 25 volunteers

2.) Number of volunteer hours

We anticipated volunteers contributing 50 hours per event.

D. Attendance of event previous year(s)

The total number of visitors to the Williams Center for the Arts Artist Series is 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 and Sacred Heart, 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 Williams Center for the Arts Artist Series begins in late August. The Legendary Ladies of Country Music – Dolly, Patsy and Loretta concert is a part of the 2019-2020 series. It will be held on February 10, 2020.

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 should be February 10, 2020.

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:

Northeast Iowa Charitable Foundation, In-Kind donations,
Memorials, Ticket Sales, Sponsorships

The Williams Center for the Arts is hoping for a \$1,500 grant to help cover part of the cost of the Legendary Ladies of Country Music – Dolly, Patsy and Loretta concert.

C. Is this application “seed money” for a new? Project? If yes, Please explain.

It is not “seed” money.

D. Is this application for the expansion of an existing project/program? If yes, please explain.

This application helps to fund the existing 2019-2020 Artist Series at the Williams Center for the Arts, in particular The Legendary Ladies of Country Music – Dolly – Patsy and Loretta.

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 for the past several years. Prior to 2017, the City of Oelwein was able to assist the Williams Center Artist series in the amount of \$10,000 yearly. We are hoping for a \$1,500 grant for this particular event. Recently this amount has been increased to \$6,000 yearly.

Completion Date is FEBRUARY 10, 2020. The final report for this grant will be filed as soon as all bills have been submitted and paid. (Generally this after the first of the following month.

BUDGET FOR: *The Legendary Ladies of COUNTRY MUSIC – DOLLY, PATSY-LORRETTA:*

Artist fee - \$10,000
Housing \$ - \$1,620
Meals and Hospitality: (estimated at \$300)
Sound: \$2,000
Additional Help: \$100
Advertising: \$703.06
Programs/post cards/ posters: \$742.50

Total Projected Costs: \$15,465.56



7847 Tennyson Court
Boca Raton, FL, 33433
Phone: 561-617-5735
Email: nancy@howardpitch.com

howardpitch.com

ENGAGEMENT AGREEMENT

ARTIST Rider attached hereto hereby made a part of this contract

Agreement made this 4th day of April, 2019 between **The Howard Pitch Entertainment Company, Inc.** (hereinafter collectively referred to as "PRODUCER") furnishing the services of **The Legendary Ladies of Country Music – Dolly, Patsy, Loretta** (hereinafter referred to as the "ARTIST") and **Williams Center for the Arts / Douglas E. McFarlane** (hereinafter referred to as "PURCHASER").

1. Venue & Address

Williams Center for the Arts
317 8th Avenue SE
Oelwein, IA 50662

2. Date(s) of Engagement: February 10, 2020

- a. Number of shows: One (1)
- b. Doors: 6:15 pm (subject to change)
- c. Show Time(s): 7:00 pm
- d. Length of Each Set: 90 minutes

3. Billing:

100% Sole Headline Billing as: "The Legendary Ladies of Country Music – Dolly, Patsy, Loretta"

4. ARTIST Guarantee:

\$10,000.00 USD (Ten Thousand U.S. Dollars) plus ground buyout of \$575.00
Payment Terms outlined in paragraph 9.

5. Production and Catering:

- a. PURCHASER to provide and pay for sound, lights, video and backline as outlined in the ARTIST rider.
- b. PURCHASER agrees to provide 3 meals per person for the day of the show as well as backstage hospitality as outlined in the ARTIST rider.

6. Accommodations and Transportation:

- a. PURCHASER agrees to provide and pay for up to eight (8) single non-smoking rooms at ARTIST approved hotel. Rooms are to be provided for up to two (2) nights (February 9 & 10).

- b. PURCHASER agrees to pay a ground buyout in the amount of \$575.00 for ARTIST to supply own ground.
- c. ARTIST is responsible for providing their own airfare.

7. Special Provisions:

- a. The ARTIST executes this agreement as an independent contractor, not as an employee of the PURCHASER.
- b. This Engagement is not to be advertised or publicized in any manner or form until this contract is fully processed and signed by both parties, unless prior approval has been obtained in writing from ARTIST. All materials used in advertising must be provided by and approved by ARTIST prior to publication/use.
- a. Cancellation: There are no cancellation privileges other than act of G-D or PURCHASER breach.
- b. Sound levels: ARTIST must limit sound levels due to size of venue. 90 dB.

8. ARTIST Rider:

- a. PURCHASER shall provide and pay for all terms and conditions as outlined in the ARTIST rider.

9. Payment Terms:

- a. Deposit in the amount of \$5,000 USD shall be made payable to PRODUCER, The Howard Pitch Entertainment Company, Inc. to be received no later than December 10, 2019.

All payments are to be made via certified or cashier's check and sent to:
The Howard Pitch Entertainment Company, Inc. (7847 Tennyson Court, Boca Raton, FL, 33433)

- b. Balance of \$5,575 (\$5,000 plus \$575 ground buyout) USD is due upon demand on the day of the engagement by certified or cashier's check made payable to PRODUCER, The Howard Pitch Entertainment Company, Inc.
BALANCE IS GUARANTEED RAIN OR SHINE

10. Seating and Ticket Prices:

Capacity	Ticket Price
784**	To be confirmed

- a. **PURCHASER has 375 season members whose admission is part of their membership.
- b. ARTIST to receive ten (10) complimentary tickets.

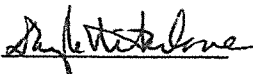
11. Merchandise:

- a. 100% to ARTIST; Artist sells

--Signature page to follow--

ARTIST rider shall form a part of this contract, and must be reviewed, signed by the PURCHASER, and returned to PRODUCER with this contract. In the event of a conflict between the provisions of this contract and said rider, the terms of the rider shall prevail.


We acknowledge and confirm that we have read and approved the terms and conditions set forth in this contract and the attached rider (if any).

PURCHASER Signature: 

Signatory Name: Douglas E. McFarlane

Date: 4-13-2019

PURCHASER: Williams Center for the Arts
Address: PO BOX 636
City/State: Oelwein, IA
Zip: 50662-0636
Phone: 319-283-6616

ARTIST Signature: 

Signatory Name: Howard Pitch

Date: April 22, 2019

ARTIST: The Legendary Ladies of Country Music
Address: The Howard Pitch Entertainment Company, Inc.
7847 Tennyson Court
City/State: Boca Raton, FL
Zip: 33433
Phone: 561-617-5735