



**CITY OF OELWEIN
HOTEL AND MOTEL TAX FUNDING APPLICATION
(TOURISM)**

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 applicant 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: Linda Murphy & Sandie Graf, Co-Directors
Mailing Address: P.O. Box 636
City, State, Zip: Oelwein, Iowa 50662
Phone: 319-283-6616 **Fax:** _____ **Email Address:** director@williamscenterforthearts.com
Total Project Cost: \$13,118

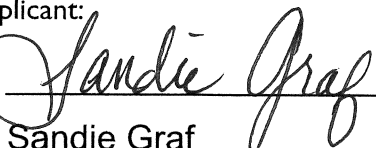
Total Requested from Hotel/Motel Tax Funds: \$

Please indicate which category you are applying for funds:

- Category 1 - Primary
- Category 2 - Community Culture and Education
- Category 3 - Community Recreation and Events
- Category 4 - New and Emerging Organization and Events

Please sign and date this application. Your signature below certifies that you have read and understand all of 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 that 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: 
Sandie Graf
(printed name)

Date December 1, 2023

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. ***Empire Trio*** :Williams Center for the Arts stage.

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

Empire Trio presents "Hooray for Hollywood: 100 Years of Musical Magic", a musical revue of some of the most beloved and celebrated songs from the Silver Screen, covering classics from the 1920s to the present day.

You'll be dazzled by lively classics such as "Good Morning", "Accentuate the Positive," and "Get Happy", and you'll be beguiled by timeless love ballads like "Somewhere Over the Rainbow", "Can't Help Falling in Love with You" and "Moon River". The audience will be invited to join in on certain classic songs such as "As Time Goes By". Movies represented in the show include "Casablanca", "The Sound of Music", "James Bond Theme Songs", "Titanic", "The Wizard of Oz" and many more. The show is peppered with fascinating stories about the legendary singers who performed the songs, from Judy Garland, Elvis Presley and Frank Sinatra, to Celine Dion and Barbara Streisand. While most of the show will be sung as solos, duets and trios with subline piano accompaniment, you'll also hear instrumental performances, such as the haunting "Theme from Schindler's List" performed on the violin and piano. This show truly is a uniquely presented glamorous soundtrack of the greatest movie music of all time!

Empire Trio is one of the most critically acclaimed and versatile classical crossover groups on tour today, featuring the exceptional beautiful voices of Erin Shields and Adam Cannedy and the virtuosic multi-instrumental talent of the incredible David Shenton.

Expenses for this concert include the artists' fee, lighting sound, salaries, printing, advertising, meals, and housing. This program is the 5th show in the 23-24 Williams Center for the Arts Artist Series. The program will be held on Friday, February 16, 2024

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 2023-24 concert year the Williams Center for the Arts will spend more than \$8,000 in hotel costs at Cornerstone Inn and Suites. An additional \$5,000 is spent for meals, and an additional \$1,500 for hospitality, which is a required part of each contracted event.

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 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 project will reach is 500 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 project and over 10,000 youth will be served for the entire 2022-23 performance year. (This number includes all usage.) Every Oelwein School student (K-12) 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.

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, Northeast 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 Williams Center for the Arts Artist Series begins in mid-August and runs through April, 2024. American English: The Complete Beatles Tribute was the first show in the series. It was held on August 19, 2023. The show cited for this grant will be Friday, February 16, 2024.

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 form in this application. Date of cost completion should be February 16, 2024.