

**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

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: 17,225.00

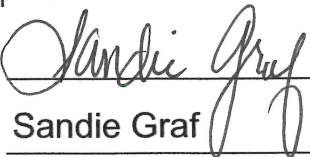
Total Requested from Hotel/Motel Tax Funds: \$ 1,500

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 August 28, 2025

HOTEL/MOTEL TAX FUNDING APPLICATION
(Tourism, Community Culture and Education, and Community Recreation and Events.)

Project Identification:

1. What is the title of your project?
The Spirit of Christmas: For Kids from 1-92 : Williams Center for the Arts stage.

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

Steem-The Spirit of Christmas "For Kids from One to 92" is truly a holiday extravaganza, with everything from beautifully lush, traditional fare to great pop rock songs and joyful family favorites. The show features Steve March-Torme', singer/bassist Michael Bailey from Vic Ferrari along with the amazing band STEEM'. This concert is a feast of musical styles, all woven together by the spirit of the season. You will hear "The Christmas Song" aka 'Chestnuts Roasting" written by Steve's dad Mel Torme' on a hot July day in Los Angeles, (millions and millions sold & streamed) a number of great modern pop hits & our new holiday classic, "I Remember Christmas time". This show will warm your heart but it's also plenty exciting enough to make it beat a little faster, just the sort of feeling that this time of year is all about.....DON'T MISS "For Kids from 1 to 92!

Expenses for this concert include the artists' fee, lighting sound, printing, advertising, meals, and housing. This program is the 4th show in the 25-26 Williams Center for the Arts Artist Series. The program will be held on Sunday, November, 2025.

2. **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. Fifty percent 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 2025-26 concert year the Williams Center for the Arts

will spend more than \$8,000 in hotel costs at Cornerstone Inn and Suites. An additional \$2,000 is spent for meals, and an additional \$1,500 for hospitality, which is a required part of each contracted event.

4. **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 50+. 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, OCAD, 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 2024-25 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, 2026. The Spirit of Christmas is the 4th show in the series. It will be held November 30, 2025.

5. 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.

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, Local Business Sponsorships (program ads)

The Williams Center for the Arts is requesting a \$1,500 grant to help cover part of the cost of The Spirit of Christmas: For Kids from 1-92.

- 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 2024-25 Artist Series at the Williams Center for the Arts.

- 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 \$6,000 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 asking for a \$1,500 grant.

Completion Date is November 30, 2025

BUDGET FOR: The Spirit of Christmas: For Kids from 1-92

Artist fee: \$13,000

Meals: \$500 estimate

Advertising: \$650

Hospitality: \$100

Housing: \$1200 estimate

Sound and Lights: \$1100 estimate

Programs and posters: \$675 estimate

Total Projected Costs: \$17,225