



Agenda

Planning, Finance, Enterprise and Economic Development Committee

Oelwein City Hall, 20 Second Avenue SW, Oelwein, Iowa

5:15 PM

March 13, 2023

Oelwein, Iowa

Mayor: Brett DeVore

Mayor Pro Tem: Lynda Payne

Council Members: Karen Seeders, Tom Stewart, Matt Weber, Dave Garrigus, Dave Lenz

Pledge of Allegiance

Discussions

- [1.](#) Discussion on the Hotel/Motel request from Williams Center for the Arts in the amount of \$1,500.00.

Adjournment

In compliance with the Americans with Disabilities Act, those requiring accommodation for Council meetings should notify the City Clerk's Office at least 24 hours prior to the meeting at 319-283-5440

**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: Linda Murphy & Sandie Graff, Co-Directors

Mailing Address: P. O. Box 636

City, State, and Zip: Oelwein, IA 50662-0636

Phone: 319-283-6616 **FAX:** 319-283-4497

Email Address: director@williamscenterforthearts.com

Total Project Cost: \$17,958

Amount requested from the Hotel/Motel Tax Funds is \$1500.

Please indicate which category you are applying for funds:

- _____Primary
- X____Community Culture and Education
- X____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 Linda Murphy March 1, 2023

Linda Murphy
(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. **The Rocket Man Show – A Tribute to Elton John**: Williams Center for the Arts stage.

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

This is the official description of the show to be presented at the Williams Center for the Arts:

This is Elton! Rus Anders is Elton John's official body double for Elton's "Farewell Yellow Brick Road." Anders was used in the world tour launch promo video and photos. Picked by Elton John himself, Rus performs as a young Elton John in "The Rocket Man Show." The show is a driving night of Elton's greatest hits, with spot on vocals & fierce piano playing. Rus painstakingly recreates an early Elton concert with gorgeous, colorful & flamboyant costumes actually worn by Elton – including boots, glasses & jumpsuits from 1973, as well as his sparkle tuxedo from 1984! With all the classic young Elton antics, audiences are in for a night of nostalgia, singing, laughing and participation.

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, Marion, IA, Waverly, 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 2022-23 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 700 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, 2023. The Ultimate Garth Brooks Tribute was the first show in the series. It was held on August 20, 2022.

The show cited for this grant will be Saturday, April 29, 2023 at 7:00 pm.

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 25, 2023.

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 hoping for a \$1,500 grant to help cover part of the cost of **The Rocket Man Show – A Tribute to Elton John**

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 2022-23 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 hoping for a \$1,500 grant.

Completion Date is April 29, 2023

BUDGET FOR: *The Rocket Man Show – A Tribute to Elton John*

Artist fee - \$12,000
 \$1,000 retainer paid February 25, 2022 + \$5,000 due on or before February 15, 2023; \$6,000 due on day of performance
 Housing \$940
 Meals: TBD (estimated at \$300.00+)
 Sound and Lights: \$2,500
 Advertising: \$743.00
 Programs and posters: \$675.00
 Hospitality: \$100.00
 Transportation: \$700.00

Total Projected Costs: \$17,958

Hotel Motel FY2019

Fund 122

Remaining from previous FY 2018	14,834.85		
Balance on T Report June 30, 2018	25,602.62	Bal on T Report Jan. 31, 2019	57,951.82
		Bal on T Report Feb 28, 2019	51,506.36
Projected Rev 2019	54,000.00	Bal on T Report March 31, 2019	67,096.92
		Bal on T Report April 30, 2019	67,166.99
Revenue to General Fund	26,460.00	Bal on T Report May 31, 2019	56,834.18
Revenue to Tourism	17,540.00	Bal on T Report June 30, 2019	34,478.34
Revenue to Trails	10,000.00		

Project	Date Requested	Amount Requested	Date Council Awarded	Amount Awarded	Sent Ck Paid	Date Paid	Remaining Balance
Fair	8/28/2018	1000		1000	YES	9/25/2018	
Italian Days	6/24/2018	1200		1200	yes	7/9/2018	
Soccer Club	6/24/2018	2000		2000	yes	7/9/2018	
Williams Center	Jul-Sept 2018	1000	9/24/2018	1000	yes	10/9/2018	
United Way	6/27/2018	1060	9/24/2018	1040	yes	11/15/2018	
Pawsitively Oelwein Inc	9/25/2018	4045.49	9/24/2018	3900	YES	5/29/2019	
Williams Center	Oct-Dec 2018	2000	2/11/2019	1500	YES	2/12/2019	
OELWEIN CELEBRATIONS INC	2/1/2019	5000	2/11/2019	5000	yes	2/25/2019	
Williams Center	Jan-Mar 2019	1500	3/25/2019	1500	yes	5/7/2019	
Fayette Co Ag Society	2/28/2019	5000	3/25/2019	5000	YES	5/17/2019	
Williams Center	6/1/2019	1500	6/10/2019	1500			
Oelwein Soccer Club	5/16/2019	5200	6/10/2019	2200	yes	6/13/2019	holding check waiting on 501C3
			Total Awarded	26840			

32,978.34 remaining balance T Report minus unpaid

Hotel Motel FY 2020

Past Fiscal Year

Balance on T Report June 30, 2019	34,478.34
less trails 2018-19 (to trans 6-2020)	(10,000.00)
less Williams Center 6-1-request	<u>(1,500.00)</u>
Unused carry over balance	<u>22,978.34</u>

*not included in remaining balance in chart

Current Fiscal Year

Estimated Revenue 2020	60,000.00
less Revenue to General Fund 50%	(30,000.00)
less Revenue to Trails (to trans 6-2020)	(10,000.00)
FY 2019-20 available for tourism awards	<u>20,000.00</u>

Treasurer's Report Fund 122

Month End Balance History

July	32,320.23
August	49,770.62
September	47,294.15
October	44,706.64
November	44,554.22
December	61,761.90
January	61,820.40
February	73,099.63
March	73,167.16
April	73,204.88
May	73,242.61
June	50,877.90

Revenue Rec'd Tracking (s/b \$60,000)

August '19	18,096.68
December '19	17,155.88
February '20	15,829.45
June '20	<u>5,162.85</u>
	<u>56,244.86</u>

Project	Date Requested	Amount Requested	Council Award Date	Amount Awarded	Date Paid	Amount paid	*Remaining Balance	Special Instructions
Williams Center (prior year award)	6/1/2019	1500	6/10/2019	1500	9/18/2019	1500.00	\$20,000.00	
Oelwein Community Plaza Board	7/1/2019?	7800	7/22/2019	3900	8/21/2019	685.63	\$16,100.00	50% HM / 50% ED
"	"				9/10/2019	833.75		50% HM / 50% ED
"	"				9/23/2019	201.25		50% HM / 50% ED
"	"				10/11/2019	445.62		50% HM / 50% ED
"	"				10/21/2019	696.25		50% HM / 50% ED
"	"				11/7/2019	209.38		50% HM / 50% ED
Williams Center Q1	10/1/2019	1,500	10/14/2019	1,500	10/18/2019	1500.00	\$14,600.00	
Junior Husky Basketball Club	10/1/2019	3,105	10/14/2019	3,105	2/12/2020	3105.00	\$11,495.00	
Williams Center Q2	12/1/2019	1,500	2/24/2020	1,500	2/25/2020	1500.00	\$9,995.00	
Williams Center Q3	3/1/2020	1,500	2/24/2020	1,500				
Fayette Co Ag Society	3/1/2020	6,000	3/9/2020	6,000	7/20/2020	6000.00		
Oelwein Celebrations	3/1/2020	5,000	3/9/2020	5,000				
Rotary Club		2,000		2,000	7/29/2020	6/22/1905		
Grand Theatre - new seating		10,000	6/23/2020	10,000				
			Current FY Total Awarded	\$ 34,505.00				
			Amt Remaining to be awarded	<u>\$ (14,505.00)</u>				

Hotel Motel FY 2021

Past Fiscal Year

Balance on T Report June 30, 2019	34,478.34
less trails 2018-19 (to trans 6-2020)	(10,000.00)
less Williams Center 6-1-request	<u>(1,500.00)</u>
Unused carry over balance	<u>22,978.34</u>
*not included in remaining balance in chart	

Current Fiscal Year

Estimated Revenue 2021

less Revenue to General Fund 50%	65,000.00
less Revenue to Trails (to trans 6-2021)	(30,000.00)
	<u>(10,000.00)</u>
FY 2020-21 available for tourism awards	<u>25,000.00</u>

Treasurer's Report Fund 122

Month End Balance History

July	50,899.54
August	56,132.24
September	56,150.82
October	51,736.11
November	71,465.17
December	69,983.19
January	69,999.51
February	70,015.12
March	78,148.28
April	78,165.84
May	81,999.06
June	45,342.41

Revenue Rec'd Tracking (s/b \$60,000)

August '20	13,215.93
December '20	19,715.85
February '21	9,615.41
June '21	<u>8,819.86</u>
	<u>51,367.05</u>

Project	Date Requested	Amount Requested	Council Award Date	Amount Awarded	Date Paid	Amount paid	*Remaining Balance	Special Instructions
Oelwein Community Plaza Board	7/1/2019?	7800	7/22/2019	3071.88	8/21/2019	685.63		50% HM / 50% ED
"	"				9/10/2019	833.75		50% HM / 50% ED
"	"				9/23/2019	201.25		50% HM / 50% ED
"	"				10/11/2019	445.62		50% HM / 50% ED
"	"				10/21/2019	696.25		50% HM / 50% ED
"	"				11/7/2019	<u>209.38</u>		50% HM / 50% ED
						3071.88		
Williams Center Q3	3/1/2020	1,500	2/24/2020	-		\$1500 WITHDRAWN		
Fayette Co Ag Society	3/1/2020	6,000	3/9/2020	6,000	7/20/2020	6000.00		
Oelwein Celebrations	3/1/2020	5,000	3/9/2020	-		\$5,000 WITHDRAWN		
Rotary Club		2,000		2,000	7/29/2020	2000.00		
Grand Theatre - new seating		10,000	6/23/2020	-		\$10,000 WITHDRAWN		
Oelwein Soccer Club	8/27/2020	4,430	9/18/2020	4,430	10/29/2020	4430.00		
Williams Center	12/1/2020	1,500	12/10/2020	1,500	12/23/2020	1500.00		
Williams Center	3/1/2021	1,500	3/8/2021	1,500	3/24/2021	1500.00		
Oelwein Celebrations	4/14/2021	12,000	4/12/2021	5,000	5/26/2021	5000.00		
Williams Center	6/1/2021	1,500	6/14/2021	1,500	6/15/2021	1500.00		
Fayette Co Ag Society	6/2/2021	7,000	6/28/2021	6,000	7/15/2021	6000.00		

Hotel Motel FY 2022

Past Fiscal Year

Fund 122 balance 6/30/2021 45,342.41

45,342.41

Current Fiscal Year

Estimated Revenue 2022 65,000.00

less Revenue to General Fund 50% (32,500.00)

less Revenue to Trails (to trans 6-2021) (10,000.00)

FY 2021-22 available for tourism awards 22,500.00

Treasurer's Report Fund 122

Month End Balance History

July	39,351.49
August	55,236.52
September	55,247.53
October	53,758.24
November	53,768.35
December	78,741.94
January	78,756.07
February	78,768.82
March	73,420.04
April	60,434.08
May	67,643.97
June	

Revenue Rec'd Tracking (s/b \$65,000)

August '21	15,877.61
December '21	24,963.75
February '22	14,637.03
June '22	11,198.41
	<u>66,676.80</u>

Project	Date Requested	Amount Requested	Council Award Date	Amount Awarded	Date Paid	Amount paid	*Remaining Balance	Special Instructions
Williams Center	9/1/2021	1,500	9/13/2021	1,500	10/28/2021	1,500		
Grande Theatre of Oelwein	10/1/2021	10,000	10/11/2021	20,000	3/4/2022	20,000		
Williams Center	12/1/2021	1,500.00	12/22/2021	1,500	4/6/2022	1,500		
Williams Center	2/1/2022	1,500	2/14/2022	1,500	4/21/2022	1,500		
Junior Husky Basketball Club	2/1/2022	4,000	2/28/2022	4,000	5/25/2022	4,000		
Oelwein Celebrations	3/1/2022	15,000	3/28/2022	10,000	4/6/2022	10,000		
Williams Center	5/1/2022	1,500	5/9/2022	1,500				

Hotel Motel FY 2023

Past Fiscal Year

Fund 122 balance 6/30/2022 24,970.38

24,970.38

Current Fiscal Year

Estimated Revenue 2023

65,000.00
 less Revenue to General Fund 50% (32,500.00)
 less Revenue to Trails (to trans 6-2021) (10,000.00)
 FY 2022-23 available for tourism awards 22,500.00

Treasurer's Report Fund 122

Month End Balance History

July 24,989.08
 August 37,314.62
 September 34,823.52
 October 34,841.83
 November 34,859.81
 December 65,403.62
 January 52,989.17
 February 60,015.73
 March
 April
 May
 June

Revenue Rec'd Tracking (s/b \$65,000)

August '22 19,820.08
 December '22 31,997.70
 February '23 11,955.09
 June '23 63,772.87

Project	Date Requested	Amount Requested	Council Award Date	Amount Awarded	Date Paid	Amount paid	*Remaining Balance	Special Instructions
Williams Center	5/1/2022	1,500	5/9/2022	1,500	8/25/2022	1,500		
Fayette County Agricultural Society	7/1/2022	7,000	7/12/2022	6,000	8/31/2022	6,000		
O-Town Mania	8/1/2022	2,500	8/8/2022	2,500	9/7/2022	2,500		
Williams Center	8/25/2022	1,500	9/12/2022	1,500	12/8/2022	1,500		
Williams Center	11/15/2022	1,500	11/28/2022	1,500				
Oelwein Celebrations	12/1/2022	15,000	12/19/2022	5,000				
Waste Industry Historical Society	10/13/2022	5,000	12/19/2022	5,000	2/7/2023	4,951.48		
OCAD - 150 year celebration	12/12/2022	50,000	12/12/2022	50,000	1/13/2023	12,500		50/50 split with 160-5200-64133