



Hotel/Motel Tax Steering Committee FINANCIAL ASSISTANCE PROGRAM

PROGRAM GUIDELINES: Please closely review the following application requirements and procedures. Applications that do not follow these guidelines will not be considered for funding.

PURPOSE:

- The City of Charles City through the Hotel/Motel Tax Steering Committee offers a program to fund projects, capital improvements, and marketing for events/tournaments, conventions and facilities that create tourism activity for the community of Charles City. This funding is designed to be seed money to encourage growth of tourism activity and is not designed to be a long-term funding source. This program is made possible through a lodging surcharge tax.

ELIGIBLE PROJECTS:

- Applicants eligible to receive financial assistance are limited to events/tournaments, conventions, facilities, and marketing projects that create tourism activity for the Charles City area.
- Priority will be given to projects able to attract people from outside of Floyd County and projects that generate lodging revenue inside Charles City.
- Applicants must show commitment to the success of the project through organizational investment and fundraising.
- To receive funding for an event/tournament, convention, or facility that has been funded in the past, the project(s) you are applying for must contain a new or different component that demonstrates growth.

FORMAT REQUIREMENTS:

- Typed applications are required. All other forms will not be accepted.
- Electronic applications are available via e-mail by contacting the Charles City Area Chamber of Commerce at ginger@charlescitychamber.com
- **A fully completed typed original must be signed and submitted by Noon on the application deadlines as stated below. Faxed and emailed applications will not be accepted.**

DEADLINES

- The Hotel/Motel Tax Steering Committee meets at least two times per year to review program applicants. Applicants must complete the following form and it must be received by Noon on the following deadlines to the Charles City Area Chamber of Commerce.

2021/2022 DEADLINES	DATE OF REVIEW*
12:00 PM – August 27, 2021	September 10, 2021
12:00 PM - January 28, 2022	February 11, 2022
<i>*Subject to change based on committee availability</i>	

LOGO/ TAGLINE REQUIREMENTS:

- Projects must display the tagline “This project/event made possible in part by Charles City Hotel/Motel Tax Dollars.”

FINANCIAL INFORMATION:

- Applicants should have complete and accurate estimates of expenses and revenue sources.
- Payment is made to contact organization, not to vendors of products or services.
- If the project will not be completed within one year, provisions must be made at the time of the grant, or an extension must be requested.

REVIEW GUIDELINES

Applicants will be reviewed based upon the following criteria:

- *Economic Impact:* Number of guests attracted to Charles City from outside of Floyd County by project(s) with emphasis given to the number of guests utilizing local lodging facilities and other community amenities while in town.
- *Financial Need* – Financial assistance needed to start a new project/ event or expand an existing project/event.
- *Leveraged Activity* – Project(s) probability of stimulating the development of other tourism opportunities in the area.
- *Quality* –Project(s) demonstrates thoughtful planning and organization to ensure the project’s effectiveness.
- *Marketing Plan* –Demonstrates a strong marketing plan to attract visitors to the community.

REPORTING

- Applicants will be required to submit a report within 30 days following the event or completion of capital improvement projects. A copy of the report form is included with the application packet.
- Failure to submit a project report within 30 days of the completion of the project will render the applicant ineligible for Hotel/Motel Tax funds for one year from the date of project completion.



Hotel/Motel Tax Steering Committee Application

This cover sheet must be completed and submitted as part of your application materials.

Sponsoring Organization: _____

Contact Person: _____

Mailing Address: _____

City, State, Zip: _____

Daytime Phone: _____

Email Address: _____

Has your organization received financial assistance from the Hotel/Motel Tax in the past?

_____ Yes _____ No

Total Project Budget: \$ _____

Total Other Funding: \$ _____

Amount Requesting: \$ _____

Project Start Date: _____

Project Competition Date: _____

One sentence project summary: _____

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FOR OFFICE USE

APPLICATION RECEIVED: _____

AMOUNT APPROVED \$ _____ **REQUESTED DATE FOR PAYMENT:** _____

PROJECT IDENTIFICATION:

1. Hotel/Motel Tax funds can be used to fund projects for events/tournaments, conventions, facilities, and marketing projects that create tourism activity for Charles City. Provide a detailed description of the project(s) for which you are applying for financial assistance and explain how this creates tourism in the Charles City area?

To receive funding for an activity that has been funded previously the project(s) you are applying for must contain a new or different component that illustrates growth (i.e., event structure, entertainment, food, advertising/marketing, etc.) What new element will be implemented that was not part of the project(s) in the past? Note: This component is strongly weighted by the committee. Please provide specific examples.
(One page or less)

DETAILED PROJECT BUDGET Complete project cost information must be provided.

1. Project Expenses – *Please attach estimates.*

<u>Expense</u>	<u>Amount</u>
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2. Project Income -

Include the amount you are requesting from the Hotel/Motel Tax Steering Committee and all applications to other programs as well as sponsorships and donations. Under "Status" please list if the funds have been received or a date you will be notified of the funding.

<u>Source</u>	<u>Amount</u>	<u>Status</u>
Hotel/Motel Tax Grant	\$	Pending

PROJECT ADMINISTRATION & MARKETING

1. Who is the target audience for your project? (Please be specific – gender, age, geographic area, etc.)

2. How will you publicize your project locally and regionally? Please list all free and paid forms of publicity including specific locations, publications, and channels.

3. For event & facility projects – What is your estimated attendance?
For marketing projects – What is the estimated size of audience your project will reach?

4. How will you evaluate if your project was effective?

5. The goal of this fund is to enhance the economy of Charles City by promoting the area as a destination for overnight visitors. The financial assistance program is targeted at projects that will attract visitors to the Charles City area and generate lodging revenue.
 - a. What percentage of your total audience do you estimate will be from outside of Floyd County?

 - b. How will you track participant numbers? (Examples: contact hotel, survey, registration, etc.)

6. Will this project be an annual project? _____ Yes _____ No

If yes, what is your vision to make this project financially sustainable into the future?

7. If the Hotel/Motel Tax Steering Committee is unable to fund this request, will the project take place or what would have to be changed?

APPLICATION PROCESS

- Please sign and date this application. This application begins the process for consideration.

I have reviewed this Application for Hotel/Motel Grant Funds from the City of Charles City. The information contained in this application plus any attachment(s) is accurate and complete to the best of my knowledge.

The Hotel/Motel Tax Grant Funds are to be used for the express purpose as stated in the Grant Application. I, the undersigned, fully understand that if this program/project does not transpire, the Charles City Hotel/Motel Tax Steering Committee’s recommendation for funding will be withdrawn and my organization will be responsible for refunding any portion of funds already received.

Signature of Person Completing Application

Date

Application Checklist

- _____ The application guidelines have been read by the applicant
- _____ All forms are typed including front page
- _____ Quoted estimate(s) are attached
- _____ Draft or “mock-up” of project(s) is attached. This is not required, but highly recommended

Completed applications can be submitted by mail, delivery service, or in person to:

Charles City Area Chamber of Commerce
 401 North Main Street
 Charles City, Iowa 50616

*If you have any questions about the financial assistance program, please contact:
 Ginger Williams, Hotel/Motel Tax Committee Secretary, at (641) 228-4234, email ginger@charlescitychamber.com*



Hotel/Motel Tax Steering Committee PROJECT REPORT

Please provide the following as a follow-up to your Hotel/Motel Tax application within 30 days of the completion of the project.

* Failure to submit a project report within 30 days of the completion of the project will render the applicant ineligible for Hotel/Motel Tax funds for one year from the date of project completion.

HOTEL/MOTEL PROJECT REPORT FOR: _____

1. Actual participation by visitors and the community:

A) What was the number of people this project brought to Charles City?

Floyd County Residents _____ Outside County _____

B) Where did your out of county guests come from? (Please be specific)

2. Project Expenses – Include copies of invoices/receipts as they pertain to your grant request*

Expense _____ Amount _____

3. Project Income – Show actual income as it pertains to your grant request

Income Source _____ Amount _____

***PLEASE NOTE THAT ANY UNUSED GRANT FUNDS AT THE COMPLETION OF YOUR PROJECT SHOULD BE RETURNED.**

4. What parts of your project do you feel were successful?

5. What parts of your project do you feel could be improved?

6. Other information as requested by the Director of the Charles City Area Chamber of Commerce:

- Please submit annual reports for capital improvement projects
- The Director of the Charles City Area Chamber of Commerce will notify in writing of any other follow up request made by the Hotel/Motel Tax Steering Committee.

Signature of Person Completing Report

Date

Please submit a typed copy of this report within 30 days of project completion to:

Charles City Area Chamber of Commerce
401 North Main Street
Charles City, Iowa 50616

If you have any questions about the financial assistance program, please contact:

Ginger Williams, Hotel/Motel Tax Committee Secretary, at (641) 228-4234, email ginger@charlescitychamber.com