

# CITY OF IOWA FALLS HOTEL/MOTEL TAX FUNDING TOURISM PROGRAM GUIDELINES

## **Purpose**

The City of Iowa Falls is offering grant funds for tourism through projects presented to them by individuals, businesses, agencies or corporations. These grant funds are made possible through the hotel/motel tax funds received by the City of Iowa Falls. By law, 50% of these funds must be spent on ventures that promote area tourism.

## **Application and Project Deadlines**

Applications will be accepted four times per year and must be received by 3:30 p.m. in the office, or midnight in the drop box, on the deadlines provided below. If the deadline falls on a non-working day, the deadline will be extended to 3:30 p.m. on the first working day following the 1<sup>st</sup> of March, June, September or December.

- March 1
- June 1
- September 1
- December 1

The Hotel/Motel Tax Advisory Board will meet at 6:30 p.m. on the second Wednesday of March, June, September and December to review applications and pose questions that will be sent by letter to each of the applicants. This is a working session for the HMT Board. Applicants need not be present for this meeting.

The Hotel/Motel Tax Funding Advisory Board meets to determine funding recommendations at 6:30 p.m. on the second Wednesday of January, April, July and October at the City Hall, City Council Chambers. Each applicant will be afforded the opportunity to attend a brief question and answer session with the Advisory Board. Applicants need to be available during the board's review of an application. All applications recommended for approval by the Funding Advisory Board are subject to approval of the City of Iowa Falls City Council, which meets on the third Monday of every month. Applicants will be notified of application approval/denial as soon as the City Council makes its decision.

## **Application Requirements**

- All applicants must provide their fiscal agent.
- All applicants must certify that they are authorized to represent the organization applying for the grant.
- All applications must be typed.
- All areas of the application must be completed.
- A total of ten (10) copies of the application and supporting materials must be submitted.
- Faxed and emailed applications will not be accepted.
- Blank application forms may be emailed to applicants from the Iowa Falls City Hall upon request.
- Project Summary Report Form must be completed at the end of the project and returned to City Hall to be distributed to the Advisory Board and City Council.

## **Eligible Projects**

Eligible applicants include any individual, agency, group, business or non-profit organization whose project has a tourism impact on the community of Iowa Falls. The Advisory Board encourages creative projects that enhance the lives of residents of Iowa Falls. This program supports projects that include but are not limited to:

- Develops and/or expands tourism programs or facilities.
- Builds partnerships and cooperative efforts among tourism providers.
- Enhances and initiates efforts to attract visitors to the community.

## **Ineligible Projects/Components**

- Projects with full funding already in place.
- Projects that do not have a beneficial impact on Iowa Falls.
- Funds should not become recurring operational expenses.
- Funds may not be used as an individual fundraiser or a donation.

## **Cost Reimbursement**

- A complete project budget and schedule of completion must be included with the application.
- Applicants must have accurate estimates included with the project budget.
- Applicants are eligible for up to 100% funding.
- Grant funds will be disbursed up to the grant total upon presentation to the Iowa Falls City Clerk of invoices for costs eligible under the grant.
- Funds will be paid only to the applicant, not to contractors or vendors.
- Upon completion of the project, the applicant must submit documentation of expenses and a project recap to the Hotel/Motel Tax Advisory Board.
- Any funds that are not expended will be retained by the City of Iowa Falls.
- The grant monies may not be expended for any other purpose, unless approval is obtained by the Advisory Board and City Council of Iowa Falls.

- Funds must be expended within 12 months of grant award date of City Council, unless a written letter of extension is presented and approved by the Advisory Board and City Council.

### **Review/Evaluation Criteria (Tourism)**

Projects will be evaluated using certain criteria including but not limited to:

- Potential number of guests to be generated by the project.
- Number of people the project will reach.
- Financial need of the project.
- Percentage of project funding being requested.
- "Seed money" to start a new project or expand an existing project.
- Quality of the project.
- The likelihood that the project will achieve stated goals.

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

**Application Deadlines**  
September 1 -- December 1  
March 1 -- June 1

Applications must be received by 3:30 p.m. in the office or midnight in the drop box 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:

Contact Name:

Mailing Address:

City, State, Zip:

Phone:

Fax:

Email Address:

*Fiscal Agent's Name:*

*Address:*

*Phone:*

Total Project Cost:

**Total Requested from Hotel/Motel Tax Funds:**

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 Funding Advisory Board you will be responsible for reimbursing/returning these funds to the City of Iowa Falls.

Applicant: \_\_\_\_\_

by: \_\_\_\_\_  
Signature Date

Fiscal Agent: \_\_\_\_\_  
Signature EIN or SS. Number \_\_\_\_\_

CITY OF IOWA FALLS  
HOTEL/MOTEL TAX FUNDING APPLICATION  
(Tourism)

**Project Identification**

1. What is the title of your project?\_\_\_\_\_

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

2. Hotel and Motel Tax funds must be used to fund projects that promote and/or expand tourism activity in Iowa Falls. How will your project help to realize this goal?

## **Project Budget**

1. 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.
2. List sources of matching funds obtained below. Funding requests are eligible for up to 100% funding, but priority will be given to projects with additional sources of funding, including in-kind donations.
3. What will you do if not fully funded?
4. Is this application "seed money" for a new project? If yes, please explain.

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

6. Have you received Hotel/Motel Tax Funding from the City of Iowa Falls in the past?

Yes:\_\_\_\_\_ No:\_\_\_\_\_ (check one)

If you answered yes, please answer the following: (attached additional pages, if needed)

Amount of Funding: \$\_\_\_\_\_ Date:\_\_\_\_\_

## **Project Summary Report Form**

(Must be completed at end of project)

Project Title:

Primary Contact:

Phone:

Fax:

Email:

Project Start Date:

Project End Date:

Project Summary/Highlights: