



# **Hotel / Motel Grant**

**2023**

**Hotel / Motel Tax Grant  
Program Guidelines and Application**

# 2023 City of Webster City Hotel/Motel Grant Program Guidelines

## Grant Categories and Goals:

The City of Webster City is offering grant funds for the purpose of increasing tourism, enhancing the quality of life for residents of Webster City and to increase the population of the City. Grant requests must reflect one or more of the four areas shown below:

1. Direct promotion of the City, its attributes, events or attractions emphasizing the attraction of visitors or new residents to the City.
2. Construction and/or enhancements of tourism, infrastructure, amenities or attractions in the city or the immediate surrounding area having a direct impact on the City.
3. Financial support of activities/events which will bring people to the City
4. Other tourism enhancement uses approved by the City Council

## Who May Apply

The program accepts applications from public or private organizations (or individuals) with the demonstrated ability to complete proposed project(s). Eligibility of sponsors and projects is designed to encourage wide participation and innovative proposals.

## Application

Applications are available online at [www.webstercity.com](http://www.webstercity.com) or the City Manager's Office at City Hall.

The Webster City Hotel/Motel Tax Board will meet during the second quarter of each year to review applications. Please be prepared to provide additional information during the screening process upon request, and a public presentation should you be selected as a finalist. The Board will review the submitted application forms and make their recommendation to the City Council for final approval.

Applications should include a full description of the organization making the request, the proposed project including dates, cost estimates and how the funds will be utilized.

## Requirements

- Grant applicants are required to attend the scheduled grant training. For joint and collaborative applications, only one authorized representative from parties involved is required to attend the training.
- All Grant applicants are required to complete a Grant Application
- Projects shall contain the Webster City logo on all advertising and printed material. Failure to advertise will result in disqualification for future application consideration.
- 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.
- Grant awards are intended to be set up on a reimbursement basis. However, applicants may request up to 50% of the total award in advance of the project, which shall be stated in the grant application.
- Grant funds are not intended to replace current funding sources but are intended to be utilized for new or to enhance projects or activities.
- It is expected that grant recipients will, to the maximum, extent possible, purchase funded materials and services from businesses located in Webster City.
- Grant recipients will have one year (12 months) from the date of award to complete the project. If a grant recipient requires an extension, a formal letter requesting the extension must be emailed to [bibishop@webstercity.com](mailto:bibishop@webstercity.com) or brought to City Hall, 400 Second Street, Webster City, IA 50595 at least 45 days before the deadline to complete the project. The letter should include why the recipient requires the extension. Extensions that are granted by the board will be granted for an additional 12 months from the deadline to complete the project.
- A Final Report must be submitted within two months after the completion of the project. The final

report shall include the completed Financial Reporting Template, Demographics Served Form, and written narrative describing what goals were met. A minimum of 10% of the total funds will be held until the final written report is received and approved.

- Applicants who receive funding will also be asked to give a public presentation on their project at the end of one year (or sooner if applicable) at the same time that new project requests are presented to the Board. These presentations may be televised.
- A copy of original receipts is required.

### **The City of Webster City Will Not Fund:**

- An existing deficit from a previous year or project.
- Personal expenses such as child care and unrelated wages due to proposed project commitment.
- Joint and collaborative applications without letters of intent or an agreement signed by an authorized representative from each party involved in the proposed project.
- Applicants which submit late and/or incomplete applications.

### **Criteria:**

To be considered for funding, projects must meet the minimum grant program requirements. All funds that are not completely distributed in any calendar year or selected project funds that remain unused will be available for future applicants.

### **General Information:**

The applicant must complete the following application materials to be considered eligible for a Hotel/Motel Grant. Applicant materials must be submitted in the following order:

1. One (1) completed Hotel/Motel Grant Application Checklist (page 5).
2. One (1) original application form (pages 6-10), including signed statement of assurances, narrative, and budget (stapled).
3. **Five (5) copies** of the original application form (pages 6-10), including signed statement of assurances, narrative, and budget (individually stapled). One (1) digital copy of all aforementioned documents (email or flash drive)
4. Submit the application by the deadline. Incomplete/late applications will not be accepted.
5. Do not put applications in folders/binders.
6. If selected to present, any digital presentation (PowerPoint preferred) must be submitted to City Hall through email or on a flash drive by the close of the business day preceding scheduled presentations.

### **Review Process:**

Applications will be reviewed by the Hotel/Motel Board. The Board will review all Grant applications and provide recommendations to the City Council. The City Council ultimately determines funding of the Hotel/Motel Grant Program.

### **Criteria for the Review of Grant Applications:**

The Committee reviews and evaluates applications. The bullets under each criterion are examples of issues the Panel may consider. These bullets do not represent the only means of evaluating the criteria but are provided as a guide to the Panel. They may not apply to every application.

**Dates to Know:**

<b>Activity</b>	<b>Date</b>
Grant Applications Open	Tuesday, April 11, 2023
Training for Grant Applicants at City Hall (Mandatory)	Wednesday, April 26, 2023 6:00pm at City Hall
Grant Applications Due	Tuesday, May 31st, 2023 5:00pm
First Round review to determine finalists	Wednesday, June 14, 2023 5:15pm at City Hall
Letter out to Finalists	June 23, 2023
Final televised presentations	Thursday, July 6, 2023 5:30pm at City Hall
Final determination of recommendations	Friday, July 7, 2023
Recommendations memo to City Hall	Tuesday, July 11, 2023
Present to Council	Monday, July 17, 2023

**Donor Credit:**

Grantees are required to include the City Logo and the following donor credit on all program materials and in publicity:

“This project is funded, wholly or partially by the City of Webster City Hotel/Motel Grant Program”  
The donor credit must be prominently displayed on related program materials. A city logo can also be provided for program materials. Organizations which fail to credit the City of Webster City may be declared ineligible for future funding.

**For more information:**

Questions about the 2023 Hotel/Motel Grant Program should be directed to:

Biridiana Bishop, Assistant City Manager  
City of Webster City, City Hall  
400 Second Street  
Webster City, IA 50595  
515-832-9151  
bibishop@webstercity.com

## 2022 COMMUNITY GRANT APPLICATION CHECKLIST

Please complete the following checklist and attach it to the front of your application. Check each item, as appropriate, to signify it is contained within the application package. **The full application must be received by the City of Webster City by 5:00pm, May 31st, 2023.**

**Note: Incomplete or late applications will be ineligible for consideration. Please collate your application so that it follows the order of this checklist. Do not put applications in folders or binders.**

### All Applicants

- One (1) completed Hotel/Motel Grant Application Checklist (page 5).
- One (1) original application form (pages 6-10), including signed statement of assurances, narrative, budgets and demographic information (stapled), and signed acknowledgment.
- Five (5) copies** of the original application form (pages 6-10), including signed statement of assurances, narrative, budgets and demographic information, insurance liability statement,
- One (1) digital copy of all aforementioned documents (email or flash drive)

### Organizations Only

- For non-profit organizations with a governing board, submit copy of minutes documenting board approval of application, and have the board chair/president sign the Statement of Assurances.

**Reminder: Incomplete or late applications will be ineligible for consideration. Please collate your application so that it follows the order of this checklist. Do not put applications in folders or binders.**

# City of Webster City

## Hotel/Motel Grant Application 2023

**DEADLINE FOR ALL APPLICATIONS: Wednesday, May 31st, 5:00pm**

Applicants must use this form. All other forms must be **typed**. Submit all documents to Ann Smith, Assistant to City Manager, Webster City City Hall, 400 Second Street, Webster City, IA 50595.

### Applicant Information

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Legal Name of Applicant or Organization Year Founded (organizations only)

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Tax ID Number (organizations only)

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Street Address Website Address

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City, State, Zip Phone Number Email Address

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CEO or Director of Organization (if applicable) Email Address

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Contact Person Phone Number Email Address

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Street Address (If different from above) City, State, Zip

### SUMMARY OF THIS APPLICATION

Grant category area that best describes this application (check one):

- Direct promotion of the City, its attributes, events, or attractions
- Construction and/or enhancement of tourism, infrastructure, amenities or attractions
- Financial support of activities/events which will bring people to the City
- Other tourism enhancement approved by the City Council

Requested Amount: \_\_\_\_\_ Requesting 50% In Advance?    YES    NO

Please summarize your proposal in one or two sentences:

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## Statement of Assurances

If the grant is awarded, the applicant must sign an Agreement detailing the terms of the grant with the City of Webster City, credit the City of Webster City support in all related publicity and media materials used in connection with the funded project, and submit to the City of Webster City a final program report by the assigned closing date. The applicant also assures the City of Webster City that funding will be administered by the applicant; that any funds received under this grant shall be used solely for the described activities; that the applicant has read and will conform to the program guidelines; that the filing of this application by the undersigned, officially authorized to represent the applicant, has been duly approved by the governing board of the applicant organization, if applicable.

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Signature of Board Chair/President or Individual Applicant      Date

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Typed name and title

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Signature of person completing this application      Date

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Typed name and title

## **NARRATIVE**

Please type your answers to the following questions.

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- 1. For those who have previously been awarded funding through the hotel/motel grant program, please attach a financial and performance report (for your grant funding only) during the most recent year from which you were awarded funds.**
  
- 2. Please provide a brief overview of your project, including the perceived community need it will address, your target audience, and how the proposed project/program advances your mission and goals. Also, include a timeline for tasks and activities and a plan for how you will measure the effectiveness of the project/program.**
  
- 3. Please provide an individual or organization profile including a brief background/ history including how you are qualified to accomplish the proposed project/program.**
  
- 4. Describe how you or your organization, and the program for which funds are being requested are helping to promote tourism for the City of Webster City. If your program does not advance tourism, please describe how your programs will enhance the quality of life for City of Webster City residents.**
  
- 5. To the best of your ability, provide the expected economic impact of your project (i.e. hotel stays, meals, gasoline purchases, how you will encourage “buying local” among participants).**



- 6. Please provide evidence of community support for your project/program (e.g. letters of support). Describe plans for collaboration with local schools, social service agencies or community groups; volunteer involvement (including board support); and in-kind contributions from community members.**
  
- 7. Please describe how the proposed project will be marketed.**
  
- 8. If this project were to continue into the future, how will it be sustained?**
  
- 9. Please provide a descriptive written summary for all items of the proposed in your project/program budget (maximum one-page in length).**
  
- 10. Please attach proof of liability insurance naming the City of Webster city as additional insured.**

**BUDGET**

Project Name: \_\_\_\_\_

Anticipated Project Expenses	Hotel/Motel	Cash Match	In- Kind Contribution	Total Projected Costs
1. Personnel	\$	\$	\$	\$
2. Outside services	\$	\$	\$	\$
3. Rentals	\$	\$	\$	\$
4. Travel	\$	\$	\$	\$
5. Marketing	\$	\$	\$	\$
6. Capital Purchases	\$	\$	\$	\$
7. Other:	\$	\$	\$	\$
<b>TOTAL (Sum of 1-7)</b>	<b>Total H/M \$ Requested</b>			
	\$	\$	\$	\$

\*While matching funds and in-kind contributions are not required, the amount of additional funds, supplies, materials and staff time an organization brings to an event is a good measure of that organization's commitment to success.

## **BUDGET INSTRUCTIONS**

**Project Name:** Give your project a name. The name should help the committee quickly understand what your project is about.

### Types of Funding

**Hotel/Motel:** Note how much of the hotel/motel funds you anticipate utilizing in each category.

**Cash Match:** Note how much you anticipate from other funding sources to go towards each category.

**In-Kind Contribution:** Note how much you anticipate being donated to the project that is not monetary for each category. For example, if you plan to have 1 volunteer spend 10 hours supporting the project completion, then you would take the hourly rate and multiply it by 10. (Independentsector.org estimates the value of a volunteer hour in Iowa to be \$25.16. Please utilize this as the hourly rate when calculating in-kind support of a volunteer.) Another example of an in-kind donation can be in the form of materials and supplies. For example, if an organization donates paint for your project note the value of the paint being donated.

### Anticipated Project Expenses

**Personnel:** These are costs related to staff time required to do administrative work associated with the project such as maintaining files, placing orders and performing general office duties. You may also include personnel costs associated with implementation of a program or executing the project you are applying for.

**Outside Services:** These are costs associated with contractors, professional service companies, or other services needed to complete the project.

**Rentals:** These are costs associated with rentals needed to complete the project. For example, if you need to rent a building/venue, tables, chairs, stage, sound system, etc. for an event the costs should be noted here.

**Travel:** These are costs related to travel that may be required to complete

your project. Travel costs must be directly related to the project. For example, if you need to travel 30 miles to pick up materials or supplies needed for your project, this would be a qualifying expense.

**Marketing:** These are costs associated with any advertising you must do for your project and can include development, printing and distribution of materials.

**Capital Purchases:** These are costs related to large purchases that become an asset for your organization such as equipment, software, computers, etc.

# Hotel/Motel Application Scoring Criteria

Applications submitted for consideration of funding from the Hotel/Motel Grant Program will be evaluated based on the following criteria and point scales. The reviewers' scores and comments will be compiled and used to make funding recommendations to the City Council. This scoring criteria is a tool utilized by the board to score the applications. It is not the final determining factor on what is funded. The board also considers innovation of the project, tourism draw, and other items that would enhance the Webster City community.

## 1. Project Type

Project expenditures can be used for capital purchases, professional services, contract costs, operating costs, or other uses as authorized by the hotel/motel tax ordinance and state law, subject to approval of the City Council. A capital expenditure is defined as an item or tangible improvement which has a useful life greater than two years and a value of more than \$1,000.00

- 5 Project is for a capital expense
- 4 Project is for advertising or promotion
- 3 Project is for professional services
- 2 Project is for operating expenses
- 0 Insufficient Expense Information

## 2. Project Need

The proposed activity should relate to a real or perceived need in the community. How well does the proposal respond to that need?

- 10 Applicant identified a real need for project in area of leisure or recreation
- 7 Applicant has identified need and project is part of organized tourism plan
- 3 Applicant perceived a need for program but offers inadequate documentation
- 0 Project if unrelated to any community needs

## 3. Project Benefits

Is there a direct link between the project and overnight hotel stays within Webster City?  
Is an explanation provided?

- 15 Direct increase in overnight stays
- 8 Indirect increase in overnight stays
- 5 Project may increase overnight stays
- 0 Will not increase overnight stays

#### **4. Leveraging Funds**

Extra consideration will be given to projects that leverage other dollars and use hotel/motel grant funds to fill the gaps. Joint projects that demonstrate partnerships for hotel/motel promotion will also be given extra consideration.

- 10 Project is jointly sponsored with a substantial amount of non-hotel/motel funds
- 6 Project is jointly sponsored with a moderate amount of non-hotel/motel funds
- 3 Project is jointly sponsored with a small amount of non-hotel/motel funds
- 0 Project does not have other funding sources or plans to generate non-hotel/motel funds

#### **5. Prospects for Success**

Can the applicant complete this project? Is the timetable realistic? Are there adequate resources? Does the sponsor have sufficient training or experience with similar tasks to indicate good prospects for success?

- 10 Excellent prospects for success
- 6 Modest prospects for success
- 0 Poor prospects for success

#### **6. Uniqueness of Project**

Is the project unique to Webster City? Does it duplicate other efforts in the city or county area? Does it serve a distinct or unique population? Is it innovative and creative?

- 5 Project is unique and innovative
- 3 Project is similar to others but with noticeable differences
- 0 Project duplicates other efforts.