



## CITY OF RED OAK HOTEL AND MOTEL TAX FUNDING PROGRAM GUIDELINES

### **Purpose**

50% dedicated to City Tourism and Recreation projects and programs.  
50% dedicated to promote and enhance the Red Oak Community and Community Events – use of funds to be prioritized based upon the positive effects toward increasing attendance, participation, and tourism resulting from the creation of or enhancement to community events, conferences, conventions, etc.

### **Application and Project Deadlines**

Applications will be accepted two times per year and must be received by 4:30 p.m. on the deadlines provided below. If this date falls on a Saturday or Sunday then the application will be due the last Friday before the 1<sup>st</sup>. If the application deadline falls on a government holiday, applications will be due the last working day prior to the holiday.

- March 1<sup>st</sup>
- September 1st

Each applicant is strongly encouraged to attend the application review meeting to present their application to the committee and answer any questions the committee may have. All applications recommended for approval by the Red Oak Tourism and Recreation Committee are subject to approval of the City of Red Oak City Council, which meets on the first and third Monday of every month. Applicants will be notified of application approval/denial as soon as the City Council makes its decision. This application form will be reviewed and edited on a 6 month or yearly basis.

## **Application Requirements**

- All applications must be typed.
- **All areas of the application must be completed or risk being denied.**
- A total of six (6) copies of the application and supporting materials must be submitted.
- Faxed and emailed applications will not be accepted.

## **Eligible Projects**

Eligible applicants include any individual, agency, group, business or non-profit organization whose project has a **beneficial impact on the community of Red Oak**. This program supports projects that include but are not limited to:

- Improves or promotes tourism and/or recreation in Red Oak.
- Enhances and initiates efforts to retain or improve existing businesses and/or attract new businesses to the community.
- Programs to improve the economic vitality of the community.
- Projects that market Red Oak.
- Capital improvements: includes new construction, renovation, installation of fixtures and equipment rental or purchase. (Capital improvement should have a profound ability to impact an event/organization and its ability to draw out-of-county visitors). Applicants must show with specific data how the capital project will provide a long-term impact on tourism in Red Oak.
- All new projects and/or events will be given priority over projects and/or events having twice received Hotel/Motel tax funding.

## **Eligible Components of Projects.**

- Advertising and Marketing (Print/Electronic/Billboard).
- Entertainment and honorariums.
- Prize funds and/or purses.
- Direct mail campaign expenses related to the event/project.
- Bid money for events, tournaments, convention, etc.
- Basic facility rental costs.
- Event related security and safety services.
- Marketing and design services.

### **Ineligible Projects/Components**

- Projects with full funding already in place.
- Projects that do not have a beneficial impact on Red Oak.
- Annual operating expenses.
- Professional services such as legal, engineering, accounting, consulting, or other services not expressly listed as fundable.
- Salaries, wages or administration fees.
- Tangible personal property, including not limited to, copy/fax machines, computer equipment, other office equipment or furniture, light fixtures, musical instruments, permanent collections and exhibits.
- Funds may not be used as an individual fundraiser or a donation.
- Anyone receiving Red Oak Hotel/Motel tax funds cannot request funding toward the same project from the Red Oak City Council.

### **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 50% funding upon approval of the City of Red Oak City Council and the funding available at the time of disbursement from the hotel/motel tax dollars.
- Funds will be paid only to the applicant, not to contractors or vendors.
- Request is for ONE project only. (Each project request must be made separately.)
- All Applications/events/etc. to be held need to be scheduled after the application deadline of either March 1 or September 1 of the year they are applying for. No retro applications will be permitted from the above mentioned deadlines.
- Before funds will be available, the applicant must submit documentation including all receipts of expenses to City Hall.
- Awarded projects/events will be required to submit a project/event evaluation within 30 days of project/event completion.
- Projects/organizations/individuals that do not submit the evaluation by the deadline will be ineligible for future funding.
- The project needs to be completed within 12 months of the date the project is approved by the City of Red Oak City Council.

## **Review/Evaluation Criteria**

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

- Potential of economic investment to be generated by the project.
- 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.

Please respond to the following items on the application:

1. How will your project/event positively affect tourism in Red Oak?
2. Describe your project or event.
3. How many participants/visitors are expected?
4. What is your evaluation process?
5. Has this project received Hotel/Motel funds twice?



## CITY OF RED OAK HOTEL/MOTEL TAX FUNDING APPLICATION

### **Application Deadlines**

March 1<sup>st</sup>

September 1st

Applications must be received by 4:30 p.m. on the deadline date. All areas of the application must be completed and typed. Each applicant will be afforded the opportunity to attend a brief question and answer session with the Committee. Please mail or turn in your applications to: City of Red Oak; 601 North 6<sup>th</sup> Street; PO Box 475, Red Oak, IA 51566; Attention: Red Oak Tourism and Recreation Committee.

Organization Name:

Contact Name/Title:

Mailing Address:

City, State, Zip:

Phone:

Fax:

Email Address:

Total Project Cost: \$

Total Requested from Hotel and 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 Red Oak Tourism and Recreation Committee you will be responsible for reimbursing/returning these funds to the City of Red Oak. You understand that you will be required to submit a project/event evaluation within 30 days of the project/event completion. Projects/organizations/individuals that do not submit the evaluation by the deadline will be ineligible for future funding. To the best of your knowledge the information contained in this application and its attachments is accurate and complete.

**Applicant:**

By:

Signature

Date:



## CITY OF RED OAK HOTEL AND MOTEL TAX FUNDING APPLICATION

### **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 Red Oak and/or expand recreation, tourism in Red Oak. How will your project help to realize this goal?





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

5. Have you ever received Hotel and Motel Tax Funding from the City of Red Oak in the past?

Yes:  No:  (check one)

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

Name of Project:

Amount of Funding:

Date:

## SEPTEMBER 1, 2016 - SEPTEMBER 1, 2018 APPLICATION RESULTS

Red Oak Historic Preservation Commission – Heritage Hill Signage –  
Signage Charges  
Amount Awarded = \$500.00

Red Oak Chamber & Industry – Heritage Hill Brochures – Printing Charges  
Amount Awarded = \$850.00

The Noble Manor – Farmer and the Flea – Advertising Charges  
Amount Awarded = \$500.00

Wilson Performing Arts Center – Memorial Day Mash-Up –  
Bands/Advertising/Expenses  
Amount Awarded = \$30,000.00

Red Oak Farmer's Market – Lettuce Entertain U – Family Fun at the  
Market – Entertainment/Advertising/Expenses  
Amount Awarded = \$610.00

Red Oak Country Club – BBQ Contest – Advertising/Electrical  
Upgrades/Expenses  
Amount Awarded = \$4500.00

The Noble Manor – SW IA Bridal Expo – Advertising/Expenses  
Amount Awarded = \$1160.00

Montgomery County Ag Society – Fair Brochures – Printing/Mailing  
Charges  
Amount Awarded = \$1600.00

Montgomery County Ag Society – Updates to the Track/Arena Area –  
Electrical Charges/Timing System/Expenses  
Amount Awarded = \$5600.00

Red Coach Inn – Outdoor Concrete Area/Lighting/Electrical – Expenses  
Amount Awarded = \$5000.00

Wilson Performing Arts Center – End of Summer Bash – Bands/Advertising  
Charges/Expenses  
Amount Awarded = \$13,750.00

Red Oak Chamber & Industry – Stay N Play – Advertising/Price Break Expenses  
Amount Awarded = \$15,000.00

Shoppes on Fountain Square – Highway Signage – Signage Expenses  
Amount Awarded = \$15,000.00

Red Oak Chamber & Industry – Out of Town Cold Cash – Advertising/Reimbursement Expenses  
Amount Awarded = \$4000.00

Red Oak Chamber & Industry – Home for the Holidays – Advertising/Lighting/Carriage Rides/Expenses  
Amount Awarded = \$8000.00

SW Iowa Arts – Kiosk – Equipment Expenses  
Amount Awarded = \$2500.00

Park & Tree Board – Stage Remodel – Remodel Expenses  
Amount Awarded = \$6000.00

Wilson Performing Arts Center – Memorial Day Picnic – Advertising/Food/Expenses  
Amount Awarded = \$7500.00

Red Oak Chamber & Industry – Junction Days – 3 Day Event Expenses  
Amount Awarded = \$10,000.00 (Requested \$20,000.00)

Hot Rod Honey's – Production at the Wilson Performing Arts Center – Advertising/Expenses  
Amount Awarded = \$1250.00

Montgomery Co. Ag. Society – Brochures  
Amount Awarded = \$1600.00

Friends of the Trails - Sidewalk  
Amount Awarded = \$2000.00

Red Coach Inn – Picnic Tables  
Amount Awarded = \$2000.00

Red Oak Chamber & Industry – Tour of Homes/Tea Advertising/Supplies/Misc.  
Amount Awarded = \$2500.00

Wilson Performing Arts Center – 10<sup>th</sup> Anniversary – Marketing  
Amount Awarded = \$3000.00

Red Oak Park & Tree Board – Stage Remodel  
Amount Awarded = \$10,000.00

Red Oak Grand Theater – Marquee  
Amount Awarded = \$40,000.00

Red Oak Chamber & Industry – Stay N Play – Marketing/Supplies  
Amount Awarded = \$12,000.00

Montgomery Co. Ag. Society – Fair Equipment  
Amount Awarded = \$5000.00

Kirk Vannausdle Horse Shoe Park – Storage/Registration Shed  
Amount Awarded = \$3550.00

Red Oak Chamber & Industry – Home for the Holidays – Expenses  
Amount Awarded = \$6050.00

Save Our Depot – Slate Roof  
Amount Awarded \$40,000.00 (Requested \$91,000.00)

Park & Tree Board – Stage – Remodel Expenses  
Amount Awarded \$40,000.00 (Requested \$50,000.00)

Hero Squad – Uniforms – Expenses  
Amount Awarded \$1000.00

Red Oak Chamber & Industry – Remember Our Fallen  
Traveling Memorial  
Amount Awarded \$4000.00

Red Oak Chamber & Industry – Junction Days – Expenses  
Amount Awarded = \$12,000.00 (Requested \$20,000.00)

# EVALUATION FORM

DATE HELD OR PROJECT ENDING DATE \_\_\_\_\_

NUMBER OF PEOPLE ATTENDING OR SUCCESS OF PROJECT  
DETERMINED \_\_\_\_\_

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IMPACT ON TOURISM OR RECREATION FOR THE CITY OF RED OAK  
FROM YOUR PERSPECTIVE \_\_\_\_\_

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FEEDBACK FROM YOU TO DETERMINE HOW THIS PROJECT WAS  
SUCCESSFUL OR NOT AS SUCCESSFUL AS YOU HAD HOPED \_\_\_\_\_

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