



Waterloo City Council Discretionary Hotel-Motel Grant Application

The City of Waterloo is offering grants to non-profit entities for projects and community events that support tourism, quality of life and which bring people to Waterloo's downtown area. Grant funds are made possible through Hotel/Motel tax funds received by the City of Waterloo. City Ordinance states 10% of the revenues generated from the Hotel-Motel Tax can be used as discretionary dollars of the City Council to enhance projects that support several defined areas.

To apply, please complete the following application and send the original plus four complete copies to: City of Waterloo Finance Dept., City Hall, 715 Mulberry St., Waterloo, Iowa, 50703. Incomplete applications will be returned.

1. **General Information** (It is highly recommended that applications be typewritten. Use a separate sheet of paper, if necessary):

Name of organization Waterloo Leisure Services

Name of facility/project 2022 Golf Marketing Campaign

Contact person JB Bolger **Email** James.Bolger@waterloo-ia.org

Address of organization or person completing application:

Street 1101 Campbell Avenue

City Waterloo **State** IA **Zip** 50701

Phone 291-4370 **Fax:** 291-4297

2. **Please describe your project in detail**
 - a) **Explain the project as though you were telling a complete stranger.**
 - b) **Please be specific how the grant monies will be used in the overall project.**

Awarded funds will be utilized to cover costs for a wide variety of advertisements. Currently Waterloo Leisure Services utilizes cable TV commercials, over-the-air TV commercials (KWWL), radio spots, and a variety of print publications including those which are regionally distributed such as the Waterloo/Cedar Falls Visitors Guide, the Waterloo Courier's Golf Guide, and Midwest Golfing Magazine advertisements.

3. What is the mission of your organization?

The City of Waterloo Leisure Services Commission is dedicated to improving the quality of life for all citizens by providing the best possible recreational activities, special events, facilities, and services that encourage lifelong learning, fitness and fun. The Commission strives to provide an enjoyable outdoor environment with top quality parks, preserves, golf courses, recreational trails, and a healthy urban forest resource.

4. How long has your organization been in existence?

The City of Waterloo has provided public golf for over 100 years. Irv Warren Golf Course (originally Byrnes Park) was opened in 1908. The next course to open was Gates Park Golf Course in 1928, and finally South Hills Golf Course in 1974.

5. How many staff members and/or volunteers are involved in this organization and the project?

The City of Waterloo employs nine full time golf maintenance employees, several administrative staff that assist with golf operations, and numerous seasonal staff that assist with maintenance and course operations. Starters at all courses are volunteers. Additionally the City contracts with two full time PGA Professionals and they hire additional full and part time seasonal staff.

6. Please indicate all the categories that your projects supports:

- X Category 1 – Supports tourism and heads on beds
- X Category 2 – Supports and assists community events
- ☐ Category 3 – Brings people downtown
- X Category 4 – Supports Waterloo quality of life

7. Please provide a detailed description of your project, together with a statement of how your project fits into one or more of the above listed 4 categories.

Waterloo's three municipal golf courses regularly serve out of town guests. They attract visitors from out of town for a variety of reasons including the value, quality, and variety of golfing experiences provided.

Many community organizations chose one of Waterloo's municipal golf courses to host fundraising tournaments, outings, or banquets. Examples would include:

- East High School Athletics Fundraiser Outing-Gates Park Golf Course
- Husome Strong Foundation-Irv Warren Golf Course
- United Way Outing-South Hills Golf Course

Supporting quality of life for the citizens of Waterloo is by far the biggest contribution Waterloo Golf provides the community. We pride ourselves on being able to offer safe, healthy, and affordable opportunities for exercise and leisure enjoyment for all who are interested. This includes one of the strongest junior programs in the state of Iowa featuring a \$10 Junior Morning Pass that allows youth to play for the entire summer for one low rate!

- 8. If your project has or will continue for more than one year, please explain your plans for financial sustainability.**

N/A

- 9. Give an estimate of how you plan to measure the success of the project.**

The best way to measure success of this project is to monitor the number of rounds played at the Waterloo courses. Additional factors such as weather also have a major impact on the number of rounds played.

- 10. Describe specifically how the proposed project will be marketed.**

Awarded funds will be utilized for the sole purpose of marketing the City of Waterloo Golf Courses.

- 11. Please provide a detailed description of the budget. Please include information about additional funding sources, income and how the hotel/motel tax grant fits into the overall budget.**

The overall investment to implement the 2022 Golf Marketing Campaign is \$13,000. Our request for hotel/motel funds is \$10,000 with the remainder of funds coming from the City of Waterloo Golf general operating budget.

- 12. Please include in your submitted materials:**

- Tax exempt status
- W-9 form

- 13. We ask that you will submit a single page final report detailing the results of your project one month after the completion of the project. If you do not submit your final report within a month after completion you will not be eligible for further funding.**

- Were your intended goals for the project met? Please provide details.
- How were the funds spent? Please be specific.


BUDGET SUMMARY:

Total Project Cost	\$	<u>13,000.00</u>
Additional Funding Sources	\$	<u>3,000.00</u>
In-Kind Services	\$	<u> </u>
Hotel/Motel Tax Grant Request	\$	<u>10,000.00</u>

Please note: Additional Funding Sources, In-Kind Services and Hotel/Motel Tax Grant Request *must* equal Total Project Cost.

I have reviewed this Application for Hotel/Motel Grant Funds from the City of Waterloo. 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, Waterloo City Council's recommendation for funding will be withdrawn and my organization will be responsible for refunding any portion of funds already received.



Signature of Applicant

7/13/21

Date