

**City Council Discretionary
Hotel-Motel Grant Application
Waterloo, Iowa**

1. General Information

Name of Organization: Waterloo Leisure Services

Name of Project: Cedar Valley SportsPlex Marketing Plan

Contact Person: Mark Gallagher **E-Mail:** mark.gallagher@waterloo-ia.org

Address of organization or person completing application:

Street: 300 Jefferson Street

City: Waterloo

State: Iowa

Zip: 50701

Phone: (319) 291-0165

2. What is the mission of your organization:

The City of Waterloo's 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 course and a healthy urban forest resource.

3. How long has your organization been in existence?

1904

4. How many staff members are involved in this organization and the project.

The Waterloo Leisure Services Department benefits our community on numerous fronts. The Department is responsible for offering a wide range of recreational programming to members from all ages and ethnicities throughout Waterloo and the greater Cedar Valley. Also, the Department is responsible for the maintenance and operations of three quality 18-hole golf courses, the 3,000 seat Young Arena, an extensive community park system and a Northwoods League Baseball Stadium. Through all of the above-mentioned sources, the Department is responsible for providing recreational activities and spaces to a large percentage of our population. The opening of the Cedar Valley SportsPlex has allowed our department to be able to greatly expand programming we offer for our citizenry, as well as host events and tournaments that have brought a substantial amount of visitors from outside the Cedar Valley.

5. Please indicate all the categories that your project supports:

- X Supports tourism and heads on beds**
- X Supports and assists community events**
- X Brings people downtown**

X Supports Waterloo Quality of Life

6. Please provide a detailed statement of how your project fits into one or more of the above listed 4 categories.

Supports tourism and heads on beds

The Cedar Valley SportsPlex has become a mecca for indoor sports tournaments of all kinds. With four basketball/volleyball courts and a large expanse of Field Turf this facility is not matched by another in the state. While the vision is to primarily serve our community, the goal is to have these facilities booked with tournaments that are regional in scope on weekends.

Supports and assists in community events

The Cedar Valley SportsPlex supports community events primarily by offering a new, state of the art venue for hosting.

Brings people downtown

The Cedar Valley SportsPlex is located in the heart of downtown Waterloo. A facility of this nature helps draw critical mass to the area that is striving to help downtown businesses thrive. Whether they are SportsPlex members from within the Cedar Valley or tournament participants from around the region, individuals have been drawn to the downtown area to utilize the SportsPlex.

Supports Waterloo quality of life

The Cedar Valley SportsPlex greatly enhances the quality of life in Waterloo. We are very fortunate to have facilities that are second to none when it comes to outdoor activities. However, as we all know, Iowa winters can become quite long. A facility like the SportsPlex affords residents of all ages the opportunity to recreate straight through those long winter months.

7. If your project has or will continue for more than one year, please explain your plans for financial sustainability?
The Cedar Valley SportsPlex will be a fixture of the downtown landscape for years to come. The project will be sustained by a combination of user fees, rental fees and activity registrations.
8. Give an estimate of how you plan to measure the success of the project.
We plan to measure the success both by tracking user numbers while also tracking the financials of the operation. Benchmarks have been set that indicate where both of these items need to reach and we will continually strive to achieve these goals.
9. Describe specifically how the proposed project will be marketed.
The purpose of this application is to maintain an extensive television marketing plan by focusing heavily on big sporting events that have large viewership in the Fall and Winter, which coincides with our peak time to recruit and retain members.
10. 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.

Revenues

Hotel/Motel Tax Grant Request **\$10,000**

Expenses

On Media **\$10,000**

11. Please include in your submitted materials:

- Tax exempt status
- W-9 form

BUDGET SUMMARY:

Total Project Cost **\$10,000**

Hotel/Motel Tax Grant Request **\$10,000**

I have reviewed this Application for Grant Funds from the City of Waterloo. To the best of my knowledge, the information contained in this application and its attachments is accurate and complete.

The Hotel/Motel Tax Grant funds are to be used for the express purpose as stated in the Grant Application. I, the undersigned, know full and well that if this program/project does not transpire, recommendation by the Waterloo City Council for funding will be withdrawn. My organization will be responsible for refunding any portion of funds already received.



Signature of Applicant



Date