



City Council Discretionary Hotel-Motel Grant Application Waterloo, Iowa

The City Waterloo Iowa is offering grants to non-profit entities for projects and community events that support tourism, our quality of life and which bring people to the downtown. These grant funds are made possible through the hotel/motel tax funds received by the City of Waterloo. By city ordinance 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. If you are interested in applying for funding please complete the application. **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—Young Arena_____

Name of facility/project ____Young Arena/Waterloo Black Hawks Game Shuttle____

Contact person _Chris Dolan_ **Email** _chris.dolan@waterloo-ia.org_____

Address of organization or person completing application:

Street _125 Commercial Street_____

City _Waterloo_____ **State** _Iowa_____ **Zip** _50701____

Phone _319-291-4335_____ **Fax:** _319-291-4310_____

2. **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.

3. **How long has your organization been in existence?** Since 1994

4. **How many staff members and/or volunteers are involved in this organization and the project?** The Leisure Services Department has approximately 44 full time employees and nearly 300 seasonal employees. We also utilize over 200 volunteers in our youth sports programs throughout the year.

5. **Please indicate all the categories that your projects supports:**

- ☒ Category 1 – Supports tourism and heads on beds
- ☒ Category 2 – Supports and assists community events
- ☒ Category 3 – Brings people downtown
- ☒ Category 4 – 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

Young Arena is a huge player in the Cedar Valley's Sports Tourism business. In fiscal year 2019 our last full season before covid-19; 75,000 visitors attended hockey games at the arena. From visiting USHL & MWHSHL teams, to wrestling participants and their families, the arena's activities definitely draw a significant amount of overnight visitors to our community.

Supports and assists in community events

Events at the arena are already a winter staple in the plans of families throughout the Cedar Valley. This added shuttle service will ease parking worries and shorten the walk for visitors who are attending an event at the arena.

Brings People Downtown

Young Arena is in the heart of the downtown area, with many hockey teams and their fans choosing to spend their pre-game or post-game socializing at various downtown establishments. Development of the area has put the squeeze on available parking in the area. The added shuttle services during events enhances the possibility of someone attending an event by reducing their worry of where they are going to park and how far the walk might be.

Supports Quality of Life

Young Arena is a key component to the delivery of the Leisure Services department goal of providing quality of life options to our citizens. From an evening at a Black Hawks hockey game, to personal wellness with our daily offering of public walking and skating times, the arena offers our community a great year round gathering place.

7. If your project has or will continue for more than one year, please explain your plans for financial sustainability?

At this point we do not have any other viable funding options for this project for this fiscal year, it has also been requested by the Waterloo Black Hawks as a talking point within the negotiations of a new long term lease with the City. Development of the area has put the squeeze on available parking in the downtown area. The event shuttle has been a positive initiative and has created the additional park & ride option for patrons who visit the arena.

8. Give an estimate of how you plan to measure the success of the project:

Black Hawks management has surveyed their fans and season ticket holders during the events for feedback on the use of the shuttle service, and the responses have been overwhelmingly positive. Ridership is tracked by MET for each event and in FY 2019 there was an increase of 36% from the previous season in riders using the service for a total of 2721. FY 2020 had outstanding ridership through 22 games before COVID-19 cut the season short. The shuttle was not used in FY 2021 due to attendance limitations due to COVID-19.

9. Describe specifically how the proposed project will be marketed.

A full scale marketing effort by Young Arena and the Waterloo Black Hawks will include maps and details of the shuttle services which will be disseminated thru press releases, social media, websites, fliers and MET Transit's online app. Specific shuttle pickup and drop off locations will be designated with signage and in-kind video board advertising produced by the Waterloo Black Hawks will be shown board during each home game highlighting MET Transit & the City's efforts.

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.

Revenue

City of Waterloo Discretionary Grant	\$15,768
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Expenses

MET Transit Events Shuttle (38 Dates)	\$15,768
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11. Please include in your submitted materials:

- Tax exempt status
- W-9 form

12. 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.

- Detail if your intended goals for the project were met?
- Detail how the funds were spent?

BUDGET SUMMARY:

Total Project Cost	\$12,700 _____
Additional Funding Sources	\$0 _____
In-Kind Services	\$0 _____
Hotel/Motel Tax Grant Request	\$ 12,700 _____

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 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.

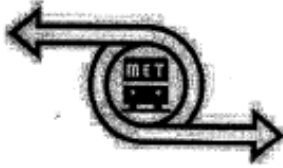
The Hotel/Motel Tax Grant funds are to be used for the express purpose as stated in the Grant Application. I, the undersigned, know full and well that if this program/project does not transpire, recommendation by the Waterloo City Council funding will be withdrawn. My organization will be responsible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



Signature of Applicant

08/06/2021

Date



METROPOLITAN TRANSIT AUTHORITY OF BLACK HAWK COUNTY
 1515 BLACK HAWK ST., WATERLOO, IOWA 50702
 PHONE (319) 234-5714
 FAX (319) 234-6809

August 6, 2021

This Transportation Services Agreement between Metropolitan Transit Authority of Black Hawk County (MET Transit) and the City of Waterloo, IA (Client) is in effect as of October 1, 2021.

MET Transit will be responsible for the following terms and conditions as follows:

- Provide shuttle transportation in downtown Waterloo during the Waterloo Black Hawks home games throughout the 2021-2022 season. Hours of operation shall be as follows:

Day	Date	Start	End	Total Hours
Friday	10/1/2021	6:00 PM	10:00 PM	4
Saturday	10/16/2021	5:00 PM	9:00 PM	4
Friday	10/22/2021	6:00 PM	10:00 PM	4
Saturday	10/23/2021	5:00 PM	9:00 PM	4
Friday	11/5/2021	6:00 PM	10:00 PM	4
Friday	11/19/2021	6:00 PM	10:00 PM	4
Saturday	11/20/2021	5:00 PM	9:00 PM	4
Wednesday	11/24/2021	6:00 PM	10:00 PM	4
Thursday	11/25/2021	6:00 PM	10:00 PM	4
Friday	12/3/2021	6:00 PM	10:00 PM	4
Saturday	12/4/2021	5:00 PM	9:00 PM	4
Friday	12/10/2021	6:00 PM	10:00 PM	4
Tuesday	12/28/2021	6:00 PM	10:00 PM	4
Friday	12/31/2021	5:00 PM	9:00 PM	4
Saturday	1/8/2022	5:00 PM	9:00 PM	4
Saturday	1/22/2022	5:00 PM	9:00 PM	4
Friday	1/28/2022	6:00 PM	10:00 PM	4
Saturday	1/29/2022	5:00 PM	9:00 PM	4
Friday	2/4/2022	6:00 PM	10:00 PM	4
Saturday	2/5/2022	5:00 PM	9:00 PM	4
Friday	2/18/2022	6:00 PM	10:00 PM	4
Friday	2/25/2022	6:00 PM	10:00 PM	4
Saturday	2/26/2022	5:00 PM	9:00 PM	4
Saturday	3/12/2022	5:00 PM	9:00 PM	4
Friday	3/18/2022	6:00 PM	10:00 PM	4
Saturday	3/19/2022	5:00 PM	9:00 PM	4
Sunday	3/27/2022	2:00 PM	6:00 PM	4
Saturday	4/2/2022	5:00 PM	9:00 PM	4
Friday	4/8/2022	6:00 PM	10:00 PM	4
Saturday	4/23/2022	5:00 PM	9:00 PM	4
Playoffs				32

- The route will include passenger transportation from Young Arena to parking lots along Commercial Street and Jefferson Street from Westfield Avenue (a.k.a. TechWorks Campus) to W. 6th Street
- This service will begin one hour before the hockey games and conclude one hour after the hockey games.
- Provide ridership totals as requested by Waterloo.
- Route information will be posted on the MET Transit website.

The City of Waterloo, IA will be responsible for the following terms and conditions:

- Shall pay MET Transit an hourly rate of \$103.74 for all hours of operation.
- The MET bus shall be parked at Young Arena during the hockey games.

Estimated total hours of service:

- 30 regular season games x 4 hours = 120 hours.
- 8 playoff games x 4 hours = 32 hours

Estimated total cost:

- Regular season games at 120 hours x \$103.74/hour = \$12,448.80
- Playoff games at 32 hours x \$103.74/hour = \$3,319.68
- Total cost for 38 games = 152 hours x \$103.74/hour = \$15,768.48
- Payable fourteen (14) days after the conclusion of the service. MET Transit will not charge for any days cancelled due to weather.

Service:

- The shuttle service shall be open to the general public and will be free to all riders.
- MET Transit will provide route deviation for any certified disabled riders within ¼ of a mile of the Shuttle route.

MET Transit

City of Waterloo

Date

Date