



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 Police Department

Name of facility/project Uniformed Police Presence at Community Events

Contact person Chief Joel Fitzgerald Sr.

E-mail fitzgeraldj@waterloopolice.com

Address of organization or person completing application:

Street 715 Mulberry Street

City Waterloo State Iowa Zip 50702

Phone 319-291-4339 Fax: 319-291-4332

2. **Please describe your project in detail**

- a) **Explain the project as though you were telling a complete stranger.**

These funds allow officers to provide a proactive police presence at community events from July 1, 2021 until June 30, 2022. These events provide a substantial occupancy boost to the Hotels and Motels in the Waterloo area. A law enforcement presence is required at these events to provide a safe family friendly atmosphere in which to showcase our community.

- b) **Please be specific how the grant monies will be used in the overall project.**

These grant funds are utilized so officers can work at several area events, including RAGBRAI, Irish Fest, National Cattle Congress, Fridayloo, Mayor's Fireworks, My Waterloo Days, and 4th Street Cruise.

3. What is the mission of your organization?

To vigilantly protect, serve, and work together with our community to prevent crime and enhance the quality of life in our neighborhoods.

4. How long has your organization been in existence?

Since 1868

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

We have 123 sworn officers, 9 civilians and 12 volunteers. All employees of the police department are involved in promoting and working the events throughout the year.

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
- X 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.

Uniformed Waterloo Police Officers provide security at a variety of community events. We provide a visible police presence and proactively address issues of public safety to allow our citizens and guest to enjoy the quality of life amenities the city provides. Minimize any criminal activity that would reflect a negative image on the event and the City of Waterloo.

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

The overtime budget is funded via the 8.10 levy. These funds are used to in addition to the Hotel/Motel Funds to provide a proactive police presence at the events as needed. The safety of our citizens and visitors is paramount in our mission at these events.

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

We have had a proactive police presence at community events for the past several years. As a result of this there has been no major incidents surrounding the events and we have developed strategies to address recurring problems with the event. These measures have provided a positive response in the perception of the City of Waterloo and our events.

Attendance at community events has been increasing and visitors to our community enjoy themselves in a safe environment. Waterloo is becoming a destination city for these events and as such we must provide the necessary security to ensure safety.

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

These events are marketed by various community organizations within the city and serve to market and provide a positive image for the City of Waterloo.

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.

Event	Cost
RAGBRAI	\$11,000.00
4 th Street Cruise	\$3000.00
Irish Fest	\$2,500.00
National Cattle Congress	\$8,500.00
BBQloo's	\$1000.00
My Waterloo Days	\$2,800.00
Mayor's Fireworks	\$1200.00
<i>Total Funds Requested</i>	\$30,000.00

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	\$ 30,000.00
Additional Funding Sources	<u>\$ as needed</u>
In-Kind Services	<u>\$</u>
Hotel/Motel Tax Grant Request	<u>\$ 30,000.00</u>

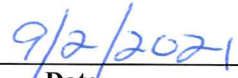
Please note: Additional Funding Sources, In-Kind Services and Hotel/Motel Tax Grant Request *must* equal Total Project Cost.

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



Date