

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: RiverLoop Association, Inc. _____

Name of facility/project: Waterloo Urban Farmers Market _____

Contact person: Kent Shankle _____ **Email:** kent.shankle@waterloo-ia.org _____

Address of organization or person completing application:

Street: 225 Commercial Street _____

City: Waterloo _____ **State:** IA _____ **Zip:** 50701 _____

Phone: 319-291-4490 _____ **Fax:** None _____

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.

The Waterloo Urban Farmers Market (WUFM) presents a weekly farmers market program each Saturday morning at the RiverLoop Expo Plaza in downtown Waterloo. This year, in addition to the Saturday morning markets, WUFM plans to add a weekly Wednesday evening market. In addition to produce grower/vendors, the market features local handmade baked goods, craft items, prepared foods, and serves as an incubator for small businesses. The market also

presents educational programs and provides opportunities for area non-profits and for-profits to promote their products and services to a diverse audience. At the height of the season, the market boasts over 50 market stalls, attracts well over 1,000 participants weekly, and creates well over \$500,000 in local economic impact.

The market promotes and accepts benefit programs including EBT, senior "Veggie Vouchers", and "Double-Up Food Bucks" allowing individuals and families that otherwise might not be able to afford nutritious fresh produce to do so and enables them to maximize the value of their food dollars. A "Curbside Market" program allows patrons to place orders in advance, then pick them up from the safety and comfort of their vehicle. WUFM is one of five pilot markets participating as partners in this USDA funded project.

The market is growing rapidly, due in good part to the addition of a part-time professional Market Manager, but at this point the market still struggles to support the associated salary and operating costs. The impact of COVID 19 has been a set-back, further stressing the market budget.

3. What is the mission of your organization?

The RiverLoop Association, Inc.'s mission is to manage the RiverLoop Amphitheatre and Expo Plaza to be a cultural and economic catalyst for downtown Waterloo attracting visitors to dining, shopping, attractions and lodging; to provide culturally stimulating programming for local and out-of-county visitors; and to encourage greater use and awareness of our downtown's many amenities.

The Waterloo Urban Farmers Market strives to create a vibrant marketplace dedicated to championing and supporting local producers and businesses by providing a community resource for sustainably sourced food and products.

Working together, the RiverLoop Association, Inc. and Waterloo Urban Farmers Market, provide a community gathering place, support local farmers/producers by providing them opportunities to connect with consumers and by promoting the value of fresh, locally-sourced foods, draw visitors to the downtown area supporting small local businesses, and provide a diverse community with access to fresh, healthy, locally-grown foods and other locally-produced items.

4. How long has your organization been in existence?

RiverLoop Association, Inc. (RAI) is a nonprofit corporation with 501(c)3 tax exempt status. RAI has been managing the facilities since the RiverLoop Amphitheatre and Expo Plaza opened to the public in June 2012.

Waterloo Urban Farmers Market (WUFM) has been operating under the current board structure since 2018, working in partnership with Main Street Waterloo (MSW) and RiverLoop Association, Inc. (RAI) to present weekly markets at the RiverLoop Expo Plaza.

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

The Waterloo Urban Farmers Market (WUFM) employs one year-round part-time Market Manager and 13 volunteers serve on the WUFM Board of Directors (this will be increased to 15 this year). Additionally, 26 volunteers assist at the weekly markets and/or for special events throughout the season.

RiverLoop Association Inc. maintains a volunteer Board of Directors comprised of five individuals and employs six part-time staff members. In addition, various staff members of the Waterloo Center for the Arts provide support in programming and promoting events at the RiverLoop venues. Over 200 additional individuals provide volunteer service for programs and events.

6. Please indicate all the categories that your project 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.

The Waterloo Urban Farmers Market (WUFM) offers the widest selection of produce of any farmers market in the area. Consequently, WUFM attracts customers from throughout the Cedar Valley. Cedar Falls residents regularly attend the Waterloo market, and customers have reported that they relocated to Waterloo or returned to the Waterloo area because of the activities and events in downtown Waterloo including the market. Visitors staying in local hotels and downtown Bed & Breakfasts also frequently attend the market.

While the market would not likely create significant numbers of overnight stays in isolation, it does serve as an integral part of regular weekend activity in downtown Waterloo which enhances quality of life and supports Waterloo as a destination. To this end, the market regularly partners with other events and attractions such as My Waterloo Days, Iowa Irish Fest,

Cedar Valley Stem & Stein, 4th Street Cruise, Lost Island Water Park, Waterloo Center for the Arts/Phelps Youth Pavilion, Grout Museums, Cedar Valley SportsPlex, Silos & Smokestacks National Heritage Area, etc. Special events at the Market including Iowa Sweet Corn Festival, Watermelon Day at the Market, Pumpkin SurPrize, Bike to the Market, Mimosas & Masterpieces: Wine & Paint at the Market, “Trick-or-Treat at the Market”, and others also attract people to downtown.

The wide range of unique products and experiences offered at the market, the services such as curbside delivery, and the promotion of and participation in food benefit programs, help to make the Waterloo Urban Farmers Market an important community gathering place serving an incredibly diverse audience.

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

Over the past three years, since the formation of the Waterloo Urban Farmers Market’s current board and governance and the hiring of a Market Manager, the WUFM’s finances have increased by over 600%, despite significant negative impacts of the COVID-19 pandemic which slowed the rate of growth over the past year.

This year the market expects continued growth, accelerating as the pandemic fades. Over the course of this year, WUFM plans to realize its goal to become a fully-independent 501(c)3 organization.

Primary market revenue streams include vendor fees, market sponsorships, fundraising events and grants. Each year the market’s financial position has consistently strengthened. As fee, sponsorship and fundraiser revenues increase, it is expected that reliance on grant support will be greatly reduced and WUFM will become fully self-sustaining.

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

Success of the project will be measured by tracking WUFM revenues and associated profit, analyzing vendor participation and product offerings, market attendance statistics, and ultimately, financial sustainability. In addition, customers, vendors, sponsors and other community stakeholders including downtown businesses will be asked to provide feedback using various survey tools. Anecdotal information will also be collected and analyzed.

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

The Waterloo Urban Farmers Market (WUFM) is promoted heavily through social media with regular postings to the WUFM social media platforms, as well as through those of program partners including RiverLoop Association, Inc., Waterloo Center for the Arts, Main Street Waterloo, City of Waterloo, Experience Waterloo, University of Northern Iowa Local Food Program, Iowa State University Extension Service, Silos & Smokestacks National Heritage Area and others. Additionally, individual vendors and sponsors also promote the market to their social media contacts. Postings include live streams from the market, vendor spotlights and other market news/announcements.

Special events and theme days, such as “Iowa Sweet Corn Festival” and Trick-or-Treat at the Market” are also developed and presented as promotional opportunities. The market is also promoted through its participation in the Curbside Market program.

Other means of market promotion include press releases, posters and fliers, mailings (in conjunction with Main Street Waterloo), booths or tables at area events, and interview segments such as North End Update and KWWL News at Noon. North End Update also frequently does live streaming from the market.

Additionally, a grant application has been submitted to Silos & Smokestacks National Heritage Area to support a summer internship program which will allow for a marketing campaign including delivery of leaflets to downtown residents and in neighborhoods surrounding downtown. These materials will include general information about WUFM, the benefits of purchasing and enjoying fresh, healthy local foods, and the benefit programs which are available to potential customers and which can allow them to access these foods and maximize their available food dollars.

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.

INCOME		OPERATING EXPENSES	
Vendor Fees	\$ 7,000	Contractual Services	\$ 22,000
General Grant/Sponsorships	3,500	Printing/Marketing	3,000
Fundraising Events	4,000	Office Supplies/Expense	1,000
Grant-Silos & Smokestacks^	3,000	2022 Carryover Balance	4,000
Grant-5210 Healthy Choices^	2,500	Equipment Expense	3,500

Grant-City Council Hotel/Motel* 15,000	Incorporation/Legal Fees 2,000
Grant-Guernsey Foundation* <u>5,000</u>	Insurance 1,500
TOTAL INCOME \$ 40,000	Fundraiser Expense 1,000
^ awarded	Miscellaneous <u>2,000</u>
* requested	TOTAL EXPENSES \$ 40,000

IN-KIND SUPPORT \$ 26,000

TOTAL PROJECT COST \$ 66,000

City Council Hotel-Motel Discretionary Funding will be used to support Contractual Services – Salary Expense for Market Manager and Intern compensation.

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.

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BUDGET SUMMARY:

Total Project Cost	\$ 66,000
Additional Funding Sources	\$ 25,000
In-Kind Services	\$ 26,000
Hotel/Motel Tax Grant Request	\$ 15,000

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.

Kat Shoop 2/24/21

**Request for Taxpayer
Identification Number and Certification**

Give Form to the
requester. Do not
send to the IRS.

► Go to www.irs.gov/FormW9 for instructions and the latest information.

Print or type.
See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.

Riverloop Association Inc.

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.

☐ Individual/sole proprietor or single-member LLC ☒ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate

☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ►

Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

☐ Other (see instructions) ►

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) _____

Exemption from FATCA reporting code (if any) _____

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.

225 Commercial St.

6 City, state, and ZIP code

Waterloo, Iowa 50701

Requester's name and address (optional)

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number

____ - ____ - ____

or

Employer identification number

2 6 - 4 6 1 8 0 4 0

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign
Here

Signature of
U.S. person ►

Date ► 1/23/18

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
 - Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
 - Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
 - Form 1099-S (proceeds from real estate transactions)
 - Form 1099-K (merchant card and third party network transactions)
 - Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
 - Form 1099-C (canceled debt)
 - Form 1099-A (acquisition or abandonment of secured property)
- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding*, later.

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JUL 21 2014

RIVERLOOP ASSOCIATION INC
225 COMMERCIAL STREET
WATERLOO, IA 50701

Employer Identification Number:
26-4618040
DLN:
17053018326023
Contact Person:
TRACI D BERRY ID# 95129
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
June 30
Public Charity Status:
509(a)(2)
Form 990 Required:
Yes
Effective Date of Exemption:
March 25, 2009
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.