



## 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** \_\_\_\_\_

**Name of facility/project** \_\_\_\_\_

**Contact person** \_\_\_\_\_ **Email** \_\_\_\_\_

**Address of organization or person completing application:**

**Street** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Fax:** \_\_\_\_\_

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.**

- 3. What is the mission of your organization?**
- 4. How long has your organization been in existence?**
- 5. How many staff members and/or volunteers are involved in this organization and the project?**
- 6. 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
- 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.**
- 8. If your project has or will continue for more than one year, please explain your plans for financial sustainability.**

9. Give an estimate of how you plan to measure the success of the project.
  
10. Describe specifically how the proposed project will be marketed.
  
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.
  
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:**

<b>Total Project Cost</b>	\$ _____
<b>Additional Funding Sources</b>	\$ _____
<b>In-Kind Services</b>	\$ _____
<b>Hotel/Motel Tax Grant Request</b>	\$ _____

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