



CAPITAL GRANT RULES – FISCAL YEAR 2021

Part of the City of Waterloo Hotel-Motel Tax Grant process

Waterloo Hotel-Motel Tax Grant Application

Entire application **MUST** be typed and every question must be answered fully

Name of Project: _____

Total Request: \$ _____ Total Project Cost: \$ _____

Grading Criteria

Experience Waterloo, on behalf of the City of Waterloo, is accepting grant requests for capital-related projects that will have a positive impact on the tourism industry in Waterloo during Fiscal Year 2021 (July 1, 2020 – June 30, 2021).

The hotel-motel tax grants have been established to reach the following goals:

1. Support capital projects significantly impacting the Waterloo visitor experience (50%).
2. Support organizations and activities that strengthen the perception of Waterloo (25%).
3. Make impactful projects possible with financial support from this process (25%).

Overall scores may be increased when an application demonstrates the following:

- Support applications that are clear, complete and well-thought-out.

*** Grants meeting either of the above criteria will have scores increased by 10 for each ***

Applications should specifically show how the projects ads to the overall tourism/travel industry in Waterloo. Grants aren't intended to provide long-term or operational support but are intended to support capital efforts that help advance the above goals.

Organization Information

Contact Information/Background Information

Name of presenting organization: _____

Organizational Structure: _____

FEIN Number: ____ - _____

Check payable to: _____

Contact person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone number: _____ Email: _____

Organization web address: _____

Is a member of the Waterloo City Council on your Board of Directors? If so, who: _____

How does your organization market to/reach an audience outside of Black Hawk County beyond this event/project?

Have hotel-motel tax grants been received for this project previously?

Project Information

Project Success & Changes

Project Location: _____

Project Start Date: ____ - ____ - 20____ Project End Date: ____ - ____ - 20____

- a. Please describe the project.

[limit answers to 500 characters]

- b. Please specify how these dollars will be used.

[limit answers to 250 character]

What's New

- a. Please explain how this project will help bring visitors to Waterloo

[limit answers to 500 characters]

- b. How does your organization collaborate with other local organizations throughout the year?

[limit answers to 250 characters]

Please Attach

Upon completion of the grant application, please submit via email to Tavis Hall at Tavis@ExperienceWaterloo.com. All applications must be submitted electronically. In addition to the application, please also provide supporting budget documents and sponsorship packets if available.

Due date of application is **March 11th, 2020**.

Acknowledgment and Signature

*I have reviewed this Application for Grant Funds from the City of Waterloo and Waterloo Convention and Visitors Bureau. 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 **reimbursement** funds for project funding already spent, and 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 Convention and Visitors Bureau Board of Directors for funding will be withdrawn. My organization will be responsible for refunding any portion of grant funds already received or for covering the costs for portions of the project that are non-fundable or not stated herein.*

Signature of Applicant (please initial)

Date