



EVENT GRANT RULES – FISCAL YEAR 2022

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 Event/Project: _____

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

Grading Criteria

Experience Waterloo, on behalf of the City of Waterloo, is accepting grant requests for event-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. Recognize and support events that have a significant economic impact on Waterloo. (35% of total score)
2. Support organizations and activities that strengthen the perception of Waterloo. (35% of total score)
3. Make impactful events possible with financial support from this process. (30% of total score)

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

- Support events that will utilize the Experience Waterloo booking engine.
- New events or events that have significant changes from prior year's event.

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

Applications should specifically show how the event brings visitors to Waterloo, both for this event, and in the long-term. Grants aren't intended to provide long-term or operational support but are intended to support marketing and event efforts that help advance the above goals.

Organization Information

Contact Information/Background Information

Name of presenting organization: _____

Organizational Structure: Non-Profit For-Profit Other 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? YES NO 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? YES NO

Event/Project Information

Event/Project Success & Changes

Event/Project Location: _____ Event/Project Date: _____

- a. Please describe the project.

[limit answers to 250 characters]

- b. Please describe the primary goal of this event and describe the mechanism for measuring success of the project/event in relation to the primary goal.

[limit answers to 500 characters]

- c. Is this a new project or are there significant changes to event from previous years? YES NO

If yes, please describe, in detail, how this project explores a new idea, new direction or is innovative?

Please describe, in detail, those changes. Examples could include changes in marketing efforts, expansion of the event schedule, etc.

[limit answers to 250 character]

Projected Attendance

c. What are your expectations for **TOTAL** attendance?

SUN	MON	TUES	WED	THURS	FRI	SAT	TOTAL			
___	+	___	+	___	+	___	+	___	=	___

d. What will be the mechanism for tracking/measuring attendance?

[limit answers to 125 characters]

e. What are your expectations for **TOTAL OUT-OF-COUNTY** attendance?

SUN	MON	TUES	WED	THURS	FRI	SAT	TOTAL			
___	+	___	+	___	+	___	+	___	=	___

f. What will be the mechanism for tracking//measuring out-of-county attendance?

[limit answers to 125 characters]

g. How many attendees will be traveling to Waterloo via air-travel? _____

h. Please provide event attendance and hotel use history if applicable.

i. Where has the event been held last year? _____

ii. What was the previous year’s attendance? _____

Hotel Info

i. What are your expectations for **TOTAL** hotel room night use in Waterloo?

SUN	MON	TUES	WED	THURS	FRI	SAT	TOTAL			
___	+	___	+	___	+	___	+	___	=	___

j. In May of 2020, Experience Waterloo will provide a booking engine on ExperienceWaterloo.com . Will your organization/event promote the Experience Waterloo booking engine as the preferred method to reserve rooms? Yes No

k. If you are **not** planning to use the Experience Waterloo booking engine, how will you track room use?

[limit answers to 125 characters]

l. Do you have room blocks? Yes No

i. If so, list property (if known), # of rooms & rate:

- 1. _____ | _____ | \$_____.00
- 2. _____ | _____ | \$_____.00
- 3. _____ | _____ | \$_____.00
- 4. _____ | _____ | \$_____.00
- 5. _____ | _____ | \$_____.00

Marketing

m. What **specific** marketing will you be doing outside of Black Hawk County for this event/project? Please specify locations, audience size, etc. Please provide information about specific media, schedule, costs, etc.

[limit to 500 characters]

n. Please break down costs association with your marketing efforts.

Platform	Cost	Notes
_____	\$ _____	_____
_____	\$ _____	_____
_____	\$ _____	_____
_____	\$ _____	_____
_____	\$ _____	_____
_____	\$ _____	_____
_____	\$ _____	_____
_____	\$ _____	_____

Use of Grant Funds

Please fill out the attached budget information (attached Excel file), and provide the following budget snapshot. Budget information should be as complete as possible.

o. Total Income: \$ _____ | Total Expense: \$ _____ | Net Profit (Loss) for the event: \$ _____

p. How will grant funds be used?

[limit to 125 characters]

q. How would not receiving full funding through this process impact the success of your event?

[limit to 125 characters]

r. How will profit (if applicable) be used by the project/organization/business?

[limit to 250 characters]

Please Attach

Please submit completed grant application 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 **October 3, 2021**.

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

Date