



CAPITAL GRANT RULES – FISCAL YEAR 2024

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

Experience Waterloo, on behalf of the City of Waterloo, is accepting grant requests for capital improvement-related projects that will have a positive impact on the tourism industry in Waterloo.

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 will only be considered if requested funds are used to close a funding gap (i.e. hotel/motel tax dollars should not be requested at the beginning of a capital campaign, but instead at the end to ensure that funds awarded are distributed in that fiscal year). Grants are intended to support capital improvement projects that help advance the above goals.

APPLICATION STANDARDS

- Organizations may apply for no more than \$20,000. The top scoring grant each year MAY be fully-funded, based on Experience Waterloo Board discretion, available funds, total applications and scores.
- The Experience Waterloo Board reserves the right to establish a “maximum funding limit” in any particular grant cycle based on the total number of applications, total funds requested and total funds available.

APPLICATION REQUIREMENTS

- Applicants must have a Federal Employer Identification Number (FEIN) in order to apply.
- For-profit applicants should provide specific information demonstrating how grant funds will increase economic activity for the city of Waterloo.
- All project printed materials, signage or advertising must contain a logo provided by Experience Waterloo.
- In the event that the project(s) included in an application “materially change” from the original application, said application will be re-scored by the Experience Waterloo Board and funding will be adjusted appropriately based on the revised scoring percentage and how similarly scored applications were funded during the initial annual funding distribution.
 - A material change will be defined as a change to the economic impact of more than 25%. However, if the economic impact is greater than 25% but less than \$50,000, no adjustment will be made to the award.

- Applicants must show matching funds of 50% or more for the project. The grant will fund no more than 50% of the total project cost. Only funds directly involved with the project may be used as matching dollars. Operational funds may not be used to match the grant funds.
 - If the total project cost is less than what is provided in this application, the approved grant payment will be reduced and would fund no more than 50% of total project cost.

POST-EVENT RULES

- Grant funds will be paid only after the project is completed and reimbursable expenses are confirmed with Experience Waterloo staff. Copies of invoices and proof of payment must be provided.
- Funds may be used solely for fundable items defined within this document. Any use of grant money for non-fundable items, as listed below, will result in total funding being reduced by the amount spent on non-fundable items.
- Funding must be used for the project designated on this application or funding may be forfeited. Any changes in the project must be approved prior to the project occurring.
- Funding is for future projects only.

FUNDABLE ITEMS

- Includes purchase of equipment that allows the applicant to operate events more effectively, draw more out-of-county visitors, and have financial benefit to the organization in the long term. Applicants should show with specific data how the purchase provides a long-term impact on tourism in Waterloo.
- Transportation to and around Waterloo for the event.

NON-FUNDABLE ITEMS

- Annual operating expenditures.
- Salaries, wages or administrative fees.
- Professional services
 - Includes legal, engineering or other services not expressly listed as fundable.
- Travel expenses of staff and guests not expressly listed as fundable.
- Tangible personal property, including but not limited to, copy/fax machines, computer equipment, other office equipment or furniture, light fixtures, musical instruments, permanent collections and exhibits.
- All food and beverage.
- Toll-free phone numbers, in-house postage, or material inventory.
- Interest or reduction of deficits or loans.
- Anything contrary to state or federal law or local ordinance.

*** Project-related expenses that are non-fundable may be shown as matching funds ***

GENERAL INSTRUCTIONS

Grant applications are online at experiencewaterloo.com. The online application must be used or the application will not be considered. The application should be completed and submitted based on the deadlines listed below.

TIMELINE

March 31, 2023 Applications due to Experience Waterloo
April 2023 Board meets and makes recommendations to City Council
May 2023 Partners notified of funding results

30 Days Post Project Funds available after completion of project
One hard copy **AND** one electronic copy of evaluation form/final report due to Experience Waterloo

Note: Awarded grant money will be distributed, in full, from the City of Waterloo approximately one month following the recipient's submission of one hard copy and one electronic copy of the completed project evaluation form for the funded project. Evaluations are to be returned within 60 days of the completion of the event or project. Failure to provide this final report will result in the delay or loss of grant funds. Failure to utilize grant funds for the use(s) provided in this grant application may result in funding being disallowed, reduced or delayed. Use of approved funds for non-fundable items will result in funding being disallowed or reduced.