

T-C

# CITY OF IOWA FALLS HOTEL AND MOTEL TAX FUNDING APPLICATION (TOURISM)

**Application Deadlines**  
September 1 -- December 1  
March 1 -- June 1

Applications must be received by 4:30 p.m. on the deadline date. All areas of the applications must be completed and typed. Each applicant will be afforded the opportunity to attend a brief question and answer session with the Advisory Board.

Organization Name: Iowa Falls Chamber/Main Street Tourism Comm.

Contact Name: Marian Gehrls, Casey McNeal and Diana Thies

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City, State, Zip: Iowa Falls, IA 50126

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*Fiscal Agent's Name: Iowa Falls Chamber/Main Street*  
*Address: 520 Rocksylvaniana Ave Phone: 641-648-5549*

Total Project Cost: \$20,523.07

Total Requested from Hotel/Motel Tax Funds: \$20,000.00

Please sign and date this application. Your signature below certifies that you have read and understand all of the guidelines for this funding program. You further understand that you will be required to submit a summary of expenses at the end of the project and that if any funds are not expended or are found to be outside the scope of the grant made by the Funding Advisory Board you will be responsible for reimbursing/returning these funds to the City of Iowa Falls.

Applicant: Iowa Falls Chamber/Main Street

by: *Diana Thies* *Director* *11-25-14*  
Signature Date

Fiscal Agent: \_\_\_\_\_ EIN or SS. Number 42-1360990

Signature

CITY OF IOWA FALLS  
HOTEL/MOTEL TAX FUNDING APPLICATION  
(Tourism)

**Project Identification**

1. What is the title of your project? “Fall in Love with Iowa Falls for the  
Next 25 Years” 2015 year

Provide a brief description of your project. Attach additional pages, if needed.

The 2015 Iowa Falls Marketing Plan, developed by the Iowa Falls Chamber/Main Street Tourism Committee is in its 11th year of marketing Iowa Falls and its attractions. The attached proposed 2015 budget breaks out the funding requests. The request covers several areas of our marketing for Iowa Falls. The Iowa Falls Historical Society and Pat Clark exhibits have shown an increase in visitors over the past year as well as the Scenic City Empress with increased passengers for weekend cruises and their dinner cruises.

2015 expenditure outline and description; (see attached)

In 2015 we propose to continue with our print advertising placement to cover not only the **AAA Living** but to have a presence in the regional “summer tabloids” similar to and including Iowa Outdoors, Our Iowa, River Greenbelt Visitor Guide. We also plan to host a speaker here in Iowa Falls on Hospitality Training through CITR. The Iowa Falls Shopping and Dining brochure needs to be reprinted yearly as we have new businesses in Iowa Falls and we want to keep the brochure current, and we have added an event calendar in the shopping brochure that will have events from January through December to include Iowa Falls Merchants open houses, Boat Club dinner cruises, Scenic City Car Show, Calkins Nature Area events and any other events for the year. The Iowa Falls Chamber/Main Street internet/web presence is becoming very popular and being used by many visitors. There is a yearly maintenance fee plus keeping the website and Face Book updated and current with community events and information.

2. Hotel and Motel Tax funds must be used to fund projects that promote and/or expand tourism activity in Iowa Falls. How will your project help to realize this goal?

Iowa Falls Chamber/Main Street Tourism Committee is the only organization that promotes and advertises for the city of Iowa Falls and all of the different organizations that include shopping, dining, historical attractions, river boat rides, events and all other community attractions.

### **Project Budget**

1. Please provide a project budget and schedule of completion, including all expenses. If desired the project budget may be attached to the application. If exact costs are not known please attached estimates to the application, which should be identified as such.

Please see attached budget and break out of explanations.

2. List sources of matching funds obtained below. Funding requests are eligible for up to 100% funding, but priority will be given to projects with additional sources of funding, including in-kind donations.

Iowa Falls Chamber/Main Street Tourism Committee is made up of board members of several Iowa Falls area non-profit entities that are involved with cultural visitor attractions/sites in our area. All of these organizations operate as volunteer- driven, low funded/operating budget operations dedicated to their organization's needs and to providing community visitors a quality experience. Matching funds are minimal but human/in-kind donations are monumental in our community effort.

See a list of members and their organizations they represent:

Sue Gervich	Pat Clark Art Collection
Monica Olmsted	AmericInn
Casey McNeal	Times-Citizen
Sue Crotty	Historical Society
Libby Caplan	Scenic City Boat Club
Marian Gehrls	Downtown retail representative
Lorri Bouwer	Downtown retail business owner
Zelena Schilling	Super 8
Lisa Stock	Ellsworth Community College

3. Is this application "seed money" for a new project? If yes, please explain.

No

4. Is this application for the expansion of an existing project/program? If yes, please explain.

Yes, the Iowa Falls Marketing Plan started in 2005. Prior to this the Chamber/Main Street and the Iowa Falls Boat Club provided all expenditures for community marketing. The community had no revenues to market itself to the travel industry. With the marketing efforts we continue to brand Iowa Falls as a place to visit for a day, a stay or a lifetime.

5. Have you received Hotel/Motel Tax Funding from the City of Iowa Falls in the past?

Yes:  X No:  (check one)

If you answered yes, please answer the following: (attached additional pages, if needed)

Amount of Funding: \$ \_\_\_\_\_ Date: \_\_\_\_\_

\$ 4000	2005
\$16,000	2006
\$15,000	2007
\$ 5,000	2007
\$18,000	2008
\$10,000	2009
\$5,000 NEH exhibit	2009
\$15,000	2010
\$8,000	2011
\$16,417.23	2012
\$20,000	2013
\$20,000	2014

# "Fall in Love with Iowa Falls for the next 25 Years"

Project	Description	Budget
Brochure Racks for The Ag & Renewable Energy Resource Center	Free standing Poster/Brochure Rack. This Rack is movable and holds a 28" x 22" poster and up to 10 different brochures. Due to changes at IVCC we struggled to get permission to place this rack. We did successfully place a new poster and brochure rack in the Equine Center	\$ 250.00
Dining Lodging Flyer for Display Rack	1000 flyers updated the Dining, Lodging information for the Display racks at the Ag and Renewable Resource and Equine Center.	\$ 140.00
Shopping and Dining Brochure	5000 copies of the Local Shopping and Dining guide and helps cover the costs of requests resulting from our marketing. Allows us to send our brochures to the Iowa Welcome Centers.	\$ 1,375.00
Welcome to Iowa Falls Brochure	We did update these in 2014. Chamber Main Street has a new logo and some of the information was not correct. I do not for see having to update in 2015	
Small Business Saturday	Idea is to offer some kind of promotion for Small Business Saturday. We need seed money to produce, print and distribute this promotion. In 2014 we ran an ad in the local paper with Shop Small Campaign.	\$500.00
New Clings - For Window and Metal Signs	Thanks to that project the real estate type signs we used are available for other events. We would like to add clings for Winter Fest and some for the streetscape project. In 2015 we need to provide more information about Iowa Falls becoming a Historic District so we want to order Clings for our signs and window clings for the business. We also want to order more sustainable signs for recognition of our Historic Main Street district.	\$ 500

<b>Canvas Shopping Bags and plastic ones</b>	The canvas bags have been used for the Community College Presidents conference, 400 women for a quilt tour held in Iowa Falls, Diva For a Day and for Wine Around Town we will need to reorder so we can hand out for our new promotions	\$ 750.00
<b>Historic District Banners</b>	Iowa Falls will be honored as a Historic Main Street District. We would like to purchase banner to hang on the bridge and downtown recognizing this designation.	\$ 1000
<b>Historic District Custom Sign</b>	We would like to purchase a plaque and we are hoping to partner with the Street Scape Committee on this project.	\$ 400.00

### MARKETING IOWA FALLS TO TRAVELERS

Traveler spending in Iowa equaled \$7.2 billion, a 10.3 percent increase from 2010. In 2011, travelers increased their spending on auto transportation, lodging, food service and general retail. The travel industry supported 63,400 jobs in Iowa, representing \$1.1 billion in total payroll. Travel in Iowa generated \$372.6 million in federal tax revenue, \$328.8 in state tax revenue and \$101.4 million in local tax revenue.

Iowa Travel Guide	Provides printed copies to Iowa Travelers by request written, online or telephone, and is available for use or to take by 500,000 visitors to the Iowa Welcome Centers. Is available as a virtual magazine www.traveliowa.com and with this purchase we have one month of direct brochure fulfillment online.	\$ 900.00
AAA Living 168.407	2 x AAA Living - 168,407 impressions for less than 1cent each. This year we received 1194 requests directly from AAA- These are special rates secured by the Iowa Travel industry.	\$ 2200.00
The Iowa	2 x 18,000 impressions in Iowans interested in Travel- (Again Special Rates)	\$ 450.00
Our Iowa		\$ 630.00
Central Iowa Tourism Region Magazine (CITR)	Our ad in the Central Iowa Tourism Region magazine. Requests for this publication were fulfilled in 2014 and we have received 95 direct requests from this.	\$ 895.00
Greenbelt Area Guide x 4	TCC /KIFG	\$ 531.00

lowa Farm Bureau Family Living	Reach 49,000 Iowans in May Issue focused on tourism advertising,	\$ 515.18
TCC-Welcome Guide	Local advertising for the lowa Falls Tourism Events, Boat Club,	\$ 339.00
KIFG radio	Part of a bundle	\$ 192.00
Country Register June/July Sept/Oct	This lowa based paper is available in many shops around lowa and has a subscription base. We use this to promote, Wine Around Town, the car show and fall open houses for lowa Falls Retailers. Printed by the Eldora Newspaper Group this publication is updated each summer to be placed at Pine Lake and in area convenience stores for visitors.	\$ 410.00
Pine Lake -full color		\$ 425.00
The Messenger	Two ads reaching visitors at that 50 mile mark. These are people who are likely to be day visitors and can bring spending money to lowa Falls. In the past we have used these ads for special events.	\$ 339.00

## ANNUAL EVENTS MEMBERSHIPS

Tourism is a \$6.1 billion industry in lowa, and generates more than \$300 million in state tax Revenues each year. When the state cut tourism marketing by 7.6% - state tax revenues related to Tourism also dropped.	lowa Is Ranked 43rd in the Nation for Tourism Spending - lowa is \$5.4 million behind other Midwestern state. The efforts lowa Falls puts forth help sustain the tourism industry. lowa has great opportunities for tourism. States where the governor fully supports increasing tourism advertising expenditures show increases in visitors and tax revenue.	The Hotel Motel Tax Board is lowa Falls best way to finance the promotions needed to increase visitors and revenue in lowa Falls.
Central lowa Tourism Region (CITR) membership	Membership in a 35 county member area promoting and providing advocacy for tourism in this region. Membership provides money for research and programs designed to enhance the efforts of the members of this group.	\$ 150.00

<b>CITR workshops</b>	Diana is currently serving on the board of this group. These are workshops for networking and learning. Topics range from social media, grant writing, other state tourism departments like wine and beer, services available from the state, options for media. Each Session is different.	\$ 1000
<b>Bank Club Market (Iowa Group Travel Association)</b>	In 204 we printed 70 professional folders which look great. This is the registration and travel expense. In 2014 Diana represented the Chamber Main Street program with Jane Knutson from the Iowa Falls Airport.	\$ 600.00
<b>Printing Itineraries and gifts for planners</b>	We will need to print new itineraries each year	\$395.32
<b>Wine Around Town</b>	We had over 150 participates this year it is growing Every year and is one of the biggest shopping days For the retail businesses and we bring in over 150 people to Iowa Falls	\$1325.57
<b>Preservation Conference</b>		\$750.00
<b>Points of Interest Maps</b>		\$875.00
<b>Hospitality Speaker Training speaker</b>		\$1,000.00
<b>Tourism Conference</b>	Travel Federation of Iowa "Tourism Conference" This conference provided sessions and learning opportunities for all involved in the tourism industry. Sent to Welcome Centers	\$ 750.00
<b>Postage for Welcome Centers</b>	Takes extra postage- we send 2 chamber brochures, boat club and historical Society and sometimes Calkins Campus	\$150.00
<b>Postage fulfillment</b>		\$786.00
<b>TOTAL</b>		<b>\$20,523.07</b>