

**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: Pat Clark Art Collection

Contact Name: Kaitlyn Bartling

Mailing Address: 1100 College Avenue

City, State, Zip: Iowa Falls, Iowa 50126

Phone: 641-648-8575 Fax: 641-648-2788

Email Address: Kaitlyn.Bartling@iavalley.edu

Fiscal Agent's Name: Ellsworth College Foundation

Address: 1100 College Ave., Iowa Falls, IA 50126

Phone: 641-648-8575

Total Project Cost: \$38,550

Total Requested from Hotel/Motel Tax Funds: \$5,000

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: Friends of the Pat Clark Art Collection/Ellsworth College Foundation

by: Kaitlyn Bartling
Signature

3-1-2016
Date

Fiscal Agent: [Signature] EIN or SS. Number 42-6064796
Signature

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

Project Identification

1. What is the title of your project? Oak Street Mural Project

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

This grant seeks to improve the visual aesthetics of the Iowa Falls downtown, increase awareness of our Iowa River resources and the Pat Clark Art Collection's painting "Rock Cliffs of Iowa Falls" by installing a new mural on the Riggs building located at 315 Oak Street.

The current owners of the Oak Street property, Scott and Sheila Riggs, have committed to repair the wall to make it ready for the creation of a new mural by June 1, at their own expense. Student workers (two – four depending on hours they can commit) to help in carrying out the painting would be evaluated and hired as soon as funding can be finalized. An agreement for licensing has already been started (contingent on grant success) with the artist, Virginia Daley. We anticipate painting would begin and finish in one month over the summer or early fall of 2016. Signs & Designs staff would take the original work of art that is 8" x 24" in size and scale it to the wall size and provide Virginia with paint pigment choices to match the image she created. Signs & Designs would apply the line work and painting grid to the wall of the property for the application of paint. Virginia Daley would come to help begin the process and Dave Schachterle of Signs & Designs would act as site supervisor and finish detail artist for the project.

The new mural project has a price tag of \$38,550 - including materials, scaffolding, licensure, supervision, labor, insurance, equipment rentals and preparation work for the installation. While the amount is considerable, the impact of the new mural will also be great as it replaces what has become an eyesore and focuses instead on the natural beauty of Iowa Falls. The project is permanently located in Iowa Falls, but because of its location on Highway 65, it has the ability to improve visitors' cultural perception of all of Hardin County.

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?

The new mural would celebrate one of the Scenic City's finest landmarks -- the limestone cliffs that tower over the Iowa River as it bends and flows through Iowa Falls. The mural's excellent visibility at the Oak Street location would offer a unique greeting to visitors as they enter Iowa Falls' re-imagined downtown business district with its many aesthetic upgrades and new infrastructure. It would also provide a way to remove what

could be considered a negative stereotype of agricultural workers and improve how Hardin County is viewed by potential businesses, workers, residents and tourists.

The Pat Clark Art Collection's social media presence is committed to posting regular updates on the progress. This kind of marketing provides a level of excitement for collection supporters to see the progress and plan visits to view the piece of art. Social media and travel blog sites provide readers with idea generation for road trips and day outings. The Mural's location between a bar and a restaurant and within walking distance of the downtown business district makes it a great draw and complement to work already completed through the city streetscape project.

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 attach estimates to The application, which should be identified as such.

Friends of the Pat Clark Art Collection Oak Street Mural Project Detail Budget

Income

Individual Contributions:	\$ 3,550
Hotel/Motel Tax Grant	\$ 5,000
Hardin County Community Endowment Foundation	\$10,000
<u>Barlow Family Foundation</u>	<u>\$20,000</u>
Total	\$38,550

Expenses

Materials	\$ 1,400
Equipment	\$ 2,350
Labor*	\$19,000
Licensing Fees	\$ 9,000
Artist travel	\$ 3,800
Insurance	\$ 1,500
<u>Student Painter Lodging</u>	<u>\$ 1,500</u>
Total Expense	\$38,550

**Labor includes the staff time and fees for Dave Schachterle and Signs & Designs to convert the original art into a mural application, over-see two student painters and provide detail work to finish the mural. Labor also includes 1 month of time for two student painters to work on the mural.*

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.

This project has recently come together in a concrete plan of action and committed partners that will ensure its success as we present it to granting organizations and donors. We already have commitments from private individuals that will help us to reach our private funding goal. We have an organized grant application strategy and will work diligently to reach our funding goal.

Applications have been submitted to HCCEF and Barlow Family Foundation.

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.

No. This is a stand-alone project.

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:

\$800.00	2004	Museum Management Software
\$1,355.33	2011	Gallery Hanging Hardware and Installation

Project Summary Report Form
(Must be completed at end of project)

Project Title:

Primary Contact:

Phone:

Fax:

Email:

Project Start Date:

Project End Date:

Project Summary/Highlights:

Oak Street Mural

Current Mural:



Proposed mural:

