

# **SHELBY COUNTY HOTEL/MOTEL TAX COMMITTEE GRANT PROGRAM GUIDELINES**

## PURPOSE

100% of the revenue derived from the Hotel/Motel Tax shall be expended for the promotion and maintenance of tourism. All requests for funding shall be submitted to the Hotel/Motel Tax Committee, which shall be comprised of the members listed below. Any request for funding shall be on forms approved by the Committee and shall be reviewed by the Committee to ensure the funding requests meet the requirements established as authorized by Chapter 423A of the Code of Iowa.

### Voting Members:

- 1 Harlan City Council Representative/City of Harlan Appointment
- 1 Shelby County Supervisors Representative/Shelby County Appointment
- 1 Rural Business Owner/Shelby County Appointment
- 1 Harlan Business Owner/City of Harlan Appointment
- 1 Rural Resident/Shelby County Appointment
- 1 Harlan Resident/City of Harlan Appointment
- 1 Chamber Board Representative/Shelby County Chamber Appointment

### Non-Voting Members:

- Harlan City Administrator
- Shelby County Auditor/Fiscal Agent/Secretary
- Executive Director of Shelby County Chamber of Commerce

If any Committee member misses three (3) consecutive meetings without just cause, the entity responsible for his/her appointment will be notified and a new member appointed.

It shall be the sole purpose of the Hotel/Motel Tax Committee to review, approve, or disapprove submitted grant applications, based on criteria set by the Committee. All grants must be approved/disapproved by a majority of the Voting Members of the Committee, not just a majority of those in attendance.

## MEETING SCHEDULE

This Committee shall meet not less than quarterly. These meetings will be held on the second Tuesday of March, June, September, and December. If the need arises, the Chairman may call a meeting at any time. These are public meetings, and the secretary shall post agendas on the hallway bulletin board located on the second floor of the Courthouse at least 24 hours in advance of any meeting of this Committee.

Notifications will be sent by email to all Voting and Non-Voting members of the Committee of any and all meetings. Members may attend telephonically.

### ELIGIBLE PROJECTS/COMPONENTS

Eligible applicants include any individual, agency, group, business or non-profit organization whose project has a beneficial impact on the promotion of tourism in Shelby County. The Committee encourages creative projects that enhance the lives of the residents of Shelby County and promotes tourism in its communities. This program supports projects that:

- Develop and/or expand tourism programs or facilities.
- Build partnerships and cooperative efforts to attract visitors to the community.
- Enhance and initiate efforts to attract visitors to the community.
- Provide for the maintenance of professional services and advertising that support the promotion of tourism.

### GRANT CRITERIA

- Project/Event promotes Shelby County and its communities as a place to live, work, and visit.
- Project/Event promotes Shelby County and its communities as a destination.
- Project/Event encourages overnight stays in the County's hotels and motels and, thus generating additional Hotel/Motel Tax.
- Project/Event promotes activities that will generate new and repeat visitors, thereby creating a positive economic impact for Shelby County and its communities.

### APPLICATION REQUIREMENTS

- Application must be complete and include all information requested on the form.
- All completed applications must be legible and on the approved form.
- Grant award will be to the applicant, not various vendors, unless specified in advance.
- Grant preparation time and other administrative fees will not be eligible.
- The Committee may require a presentation on the proposed project.
- The Committee may require that "Paid" invoices be submitted upon completion of the project before the check for the grant is written.

- The Committee will require examples/drafts of proposed printed matter and/or advertisements.
- The Committee will require that all printed matter or advertisements have a prominent notation that it was paid in full or in part by Hotel/Motel Tax Grants.
- The Committee may require an After Action Review.
- Funding requests are eligible for up to 100% funding, but special consideration will be given to projects with additional sources of funding, including in-kind donations.

#### GRANT APPLICATION DEADLINE

The meeting schedule of the Committee is set out above. To be considered, grants must be submitted at least 10 working days prior to the meeting. Under certain circumstances, the Chairman may call a special meeting.

#### GRANT EVALUATION/AWARD

Grants will be evaluated based on certain criteria, including but not limited to:

- Potential number of guests to be generated by the event.
- Number of people the project will reach.
- Financial need of the project.
- Percentage of project expense being requested.
- Quality of the project.
- The likelihood that the project will achieve stated goals.
- Each grant will be evaluated based on its own merits.
- Once a grant has been approved and all requirements have been met, the Fiscal Agent will issue a check co-signed by the Chairman or Vice-Chairman within 30 days.