



What is the Webster City Hotel/Motel Tax Grant Program

ORDINANCE NO. 2007 - 1673

AN ORDINANCE AMENDING THE CODE OF ORDINANCES OF THE CITY OF
WEBSTER CITY, IOWA, 1996 BY ADDING CHAPTER 171
(HOTEL/MOTEL TAX)

(Excerpts)

171.02 TAX IMPOSED. There is hereby imposed a seven percent (7%) local hotel and motel tax upon the sales price from the renting of lodging within the City effective January 1, 2008 through December 31, 2017.

171.05 USE OF REVENUES. All revenue received by the City from the imposition of the hotel and motel tax shall be deposited in the General Fund of the City and shall be used as follows: One hundred percent (100%) of revenue from this tax to be used for the promotion and development of attractions and events in Webster City, Iowa, including trail extensions and enhancements, river enhancements, welcome signs and signage, visitor center, community appearance enhancements, promotion of writing and theatrical workshops and events and music in retail areas.

171.06 HOTEL/MOTEL TAX BOARD. The board appointed by the City Council shall have five members comprised of one member from City government, one member from the business community, one member from the Webster City motels and two members from the public at large. The term of office of the members of the board shall be five (5) years. The terms of not more than two (2) board members will expire in any one year. In the initial appointment, three shall be appointed for the term of three years and two shall be appointed for five years.

171.07 POWERS AND DUTIES OF BOARD. The board will give the City Council a proposal each year showing the anticipated revenues, projected uses and desired outcomes along with a report on the use and results of previous year's investments.

171.08 DISBURSEMENT OF FUNDS. The City Council will have the final authority on the disbursement of funds from the board's proposal.

Statement of Purpose

The City of Webster City is offering grant funds for the purpose of increasing tourism, enhancing the quality of life for residents of Webster City and to increase the population of the City. Grant requests must reflect one or more of the four areas shown below:

- 1) **Direct promotion of the City, its attributes, events or attractions emphasizing the attraction of visitors or new residents to the City.**
- 2) **Construction and/or enhancements of tourism, infrastructure, amenities or attractions in the City or the immediate surrounding area having a direct impact on the City**
- 3) **Financial support of activities/events which will bring people to the City**
- 4) **Other tourism enhancement uses approved by the City Council**

Who May Apply

The program accepts applications from public or private organizations with the demonstrated ability to complete proposed project(s). Eligibility of sponsors and projects is designed to encourage wide participation and innovative proposals.

Application

Applications are available on-line at www.webstercity.com or the City Clerks Office at City Hall.

The Webster City Hotel/Motel Tax Board will meet during the second and fourth quarters of each year to review applications. The Board will review the submitted application forms and make their recommendation to the City Council for final approval. Please be prepared to provide additional information during the screening process upon request, and a public presentation should you be selected as a finalist.*

Applications should include a full description of the organization making the request, the proposed project including dates, cost estimates and how the funds will be utilized.

Requirements

- Potential Grant recipients are required to complete a Grant Application.
- Projects should contain the Webster City logo when possible on all advertising and printed material.
- 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.
- Grant awards are intended to be set up on a reimbursement basis. However, applicants may request up to 50% of the total award in advance of the project, which should be stated in the grant application.
- It is expected that grant recipients will, to the maximum extent possible, purchase funded materials and services from businesses located in Webster City.
- A Final Report Form must be completed within two months after the completion of the project. The final report shall include a final budget reconciliation and what goals were met at a minimum. 10% of the total funds will be held until the final report is received and approved.
- * Applicants who receive funding will also be asked to give a public presentation on their project at the end of one year (or sooner if applicable) at the same time that new project requests are presented to the committee. These presentations may be televised.
- A copy of original receipts is required.

Criteria

To be considered for funding, projects must meet the minimum grant program requirements. All funds that are not completely distributed in any calendar year or selected project funds that remain unused will be available for future applicants.