



City of Sheldon
Hotel/Motel Tax Grant Application
Application deadlines for 2012: May 31 / November 30

Iowa Code - 422A.2 Local transient guest tax fund

There is created in the department of revenue and finance a local transient guest tax fund which shall consist of all moneys credited to such fund under section 422A.1. The revenue derived from any hotel and motel tax authorized by this chapter shall be used as follows:

a. Each county or city which levies the tax shall spend at least fifty percent of the revenues derived there from for the acquisition of sites for, or constructing, improving, enlarging, equipping, repairing, operating, or maintaining of recreation, convention, cultural, or entertainment facilities including but not limited to memorial buildings, halls and monuments, civic center convention buildings, auditoriums, coliseums, and parking areas or facilities located at those recreation, convention, cultural, or entertainment facilities or the payment of principal and interest, when due, on bonds or other evidence of indebtedness issued by the county or city for those recreation, convention, cultural, or entertainment facilities; or for the promotion and encouragement of tourist and convention business in the city or county and surrounding areas.

1. Describe your project. Please include in your description all of the following:
 - a. Why the project is needed;
 - b. The purpose of the project;
2. How will your project be accomplished? Please include a description of all of the following:
 - a. Timetable
 - b. Activities/process by which this project will be accomplished.
3. Describe the target audience for this project (expected size and composition of the audience).
4. Describe the unique opportunities your organization's hotel-motel funding request provides residents of Sheldon as well as tourists and the cultural, educational, recreational or tourism value it will provide.
5. How will you publicize this project?
6. Describe how you will evaluate the success of this project.
 - a. Local economic impact;
 - b. Number of visitors/attendees;
 - c. Days open to public/services offered, etc.
7. List the relevant experience and/or unique abilities of the personnel who will be involved in the planning and implementation of this project.
8. Describe the purpose of your organization, and how it works.

Sheldon Chamber and Development Corporation
416 9th Street, PO Box 276
Sheldon, Iowa 51201
Phone: 712-324-2813
www.sheldoniowa.com



9. Budget:
- a. Itemize your budget
 - b. Please include other funding sources as well as in-kind contributions where applicable.
 - c. **PLEASE NOTE: Sources of additional and/or alternate funds are to be listed within the application. Applications that do not list additional/alternate sources of funding may be given lower priority than other applications submitted that do fully qualify for and answer the required application questions.**
10. If this project were to continue in the future, how would it be funded?

Review Guidelines

Applications will be reviewed based upon the following criteria:

- **Economic Impact** – number of guest attracted to Sheldon;
- **Financial Need** – Financial need of project; “seed money” to start something new or expand existing program; distribution plan; number of individuals project will reach; evaluation of projects effectiveness;
- **Leveraged Activity** – Projects probability of stimulating the development of other tourism opportunities in the area;
- **Quality** – Project demonstrates thoughtful planning and organization;
- **Marketing Plan** – Demonstrates a strong marketing plan to attract both local residents as well as visitors to Sheldon.

Conditions of Funding Approvals

- Applicants will be notified of the approval or denial of their application via mail, immediately following the Marketing Committee’s review of applications;
- Proof of project completion must be submitted (i.e. receipts) to the Marketing Committee in order for the actual check requisitions/funding to occur;
- All approved funding requests/projects must be completed by the next Hotel/Motel Tax funding request application date (6 months) unless an extension and exception has been approved by the Marketing Committee.

Applications for 2012 funding requests will be reviewed by the Sheldon Marketing Committee in July and December. All applications being submitted for consideration in June must be received by May 31. All applications being submitted for consideration in December must be received by November 30. Please submit completed applications, with all of the above requested information, via mail or in person delivery to:

***Sheldon Chamber & Development Corporation
ATTN: Sheldon Marketing Committee
PO Box 276
416 9th Street
Sheldon, IA 51201***

Questions can be directed to Heidi Brown, Sheldon Marketing Chairperson, at 324-2519.

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Sheldon

***** This is not an entitlement program. This application shall not be construed as obligating the Sheldon Marketing Committee to fund all projects. The decision to provide financial assistance shall be at the sole discretion of the Sheldon Marketing Committee and shall be determined on a case by case basis.**

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