City of Crystal Lake

Hotel/Motel Tax Funding Guidelines

2017-2018 & 2018-2019 Fiscal Years

Hotel Tax Funding Guidelines

The City of Crystal Lake Hotel Tax was established to improve the quality of life for its residents, corporate citizens and visitors. Crystal Lake generates a 5.0 percent tax on overnight stays as outlined in Ordinance 6224. All of these funds are invested back into the community through designated projects and events that will enhance visitor appeal and encourage overnight stays.

Criteria:

The City welcomes funding requests from federally recognized, tax-exempt, not-for-profit organizations. Funding may be provided for the following activities:

- Cultural Arts
- Special Events
- Projects/events that appeal to Crystal Lake tourists/visitors
- Other projects that will enhance Crystal Lake

Three-Tiered Award Structure:

Applications may qualify for an award in one or more of the following categories:

- First-time Recipients – Applicants who have not received funding in prior years. Requests will only be considered within a category. Requests in this category will not be considered with requests from applicants who have received funding in prior years. Ten percent of hotel/motel tax funding received in a fiscal year may be awarded in this category.
- Requests $5,000 or less – Applicants requesting $5,000 or less in hotel tax funding from the City. Requests will only be considered within this category. For example, a request for $2,500 will not be considered with a request for $20,000. Ten percent of hotel/motel tax funding received in a fiscal year may be awarded in this category.
- Requests greater than $5,000 – Applicants requesting more than $5,000 in hotel tax funding from the City. Requests will only be considered within this category. For example, a request for $20,000 will not be considered with a request for $2,500. Eighty percent of hotel/motel tax funding received in a fiscal year may be awarded in this category.

It should be noted that all requests, regardless of dollar amount or prior award status, must meet funding guidelines.

Priorities:

The City of Crystal Lake is interested in funding organizations that demonstrate they have planned their projects with respect to the community's overall needs. When requesting funds, keep in mind priority is given to projects that:

- Format overnight stays in Crystal Lake hotels/motels
- Encourage support of Crystal Lake businesses, restaurants and attractions
- Attract positive coverage in local, regional and national media
- Reach a broad section of the community
- Seek multiple sources of support rather than relying on the City of Crystal Lake as a single funding source
- Yield benefits to the community for the resources invested
- Promote cooperation among event organizers to reduce costs
- Enhance or improve the community

Limitations:

Not every worthwhile project can be funded. Resources are directed to those areas where public support will have the greatest impact. In general, the following are not considered for funding:

- Individuals
- Organizations that support political candidates or political philosophies
- Organizations whose primary purpose is to influence, promote or attempt to initiate legislation
- Organizations in need of funding for travel outside of Crystal Lake
- For-profit ventures
- Budget deficits incurred prior to application
- Endowments
- Fundraising. Funds must be used by the applicant for purposes promoting tourism, businesses, restaurants, attractions and overnight stays in Crystal Lake.
- Projects with no community service component
- Purchase of permanent equipment
- Funds must be used by the applicant, and for the general purposes outlined above. Applicant may not provide funding received to a secondary organization.

Application Process:

Please submit fifteen (15) three-hole punched copies of the application and supplemental materials. Copies shall not be stapled. Please use paper clip or binder clip to collate materials. Also, requests for funding must be typed.

Requests for funding must be typed and respond to the following in the order presented:

1) Organization

- Name, address, phone number and federal I.D. number of the organization and a contact person. State whether the applicant is controlled, supervised, operated by or in connection with another organization, or if it is the outgrowth of another organization
- History and description of the program and goals
- Names and addresses of the Board of Directors, board members associated with/employed by the organization and documentation that the Board authorized the application
- Names, titles, duties and qualifications of volunteers and/or staff responsible for project implementation
- **A copy of the Treasury letter certifying tax-exempt status as an organization that is not a private foundation and a copy of the organization's most recent Form 990 – Income Tax Return of Organization Exempt for Income Tax**

2) Project/Event

- Project – list event title
- Purpose – What will the project accomplish? Is the request for a special project or operating support? Is the project a continuation of an existing program or a new activity?
- Budget – Amount requested and a complete statement of the purpose of the grant. What is the total cost of the project? What is the amount of money requested from the City? Specifically, how will the money be used? When will the money be needed?
- Goals – What are the opportunities that the project will attempt to attract? What immediate and long-range results are expected? Who will benefit from the project? How and to what extent?
- Attendance – What is the expected spectator attendance? What is the expected participant attendance? What are the attendance records from the last two years?
- Overnight Visitors – How many overnight visitors are estimated? What is the basis for estimates? How will you promote Crystal Lake hotels/motels?
- Promotion – How will the event/project be promoted? In what mediums/markets will you be promoting the event?
- City Services – What City services are required to implement the project/event? What is the cost of these services? If needed, have the proper permits been issued for the event?
- Approach – How long will the project be carried out? Where and by whom? How long will it take?
- Support – What other sources of support are committed or are being sought for the project? Organizations and amounts should be listed.

- Future Support – Will the project continue beyond the funding period? If so, how will it be supported? If the program is to be sustained, provide plans for permanent support after the City's funding has terminated.
- Maintenance Costs – What are the projections for short and long-term costs to maintain this project?
- Coordination – What other organizations are working on the project/event? How will coordination be accomplished?
- Evaluation – By what criteria will the success or failure of the project/event be measured? What are the methods/dates of evaluation?
- Follow-Up – Certification that the organization will submit a Follow-Up Report within 60 days after the event or completion of the project. The report outlines how the funds were spent and verifies that funds were spent solely for the purpose for which funds were sought.
- Letters of support, articles or data relating to the project may be included.

Review of Grant Requests:

Additional evaluation criteria includes the following:

1) Organization
   - Is the organization structured and managed to assure successful completion of the project?
   - Are the resources of the organization consistent with its programs? What are the other sources of financial support?
   - How does the organization's program/event benefit the Crystal Lake community?
   - Can the organization's efforts be monitored conveniently?
   - Has the organization applied for funding before? Was a Follow-up Report submitted in a timely and complete manner? Were funds used for the purpose requested?

2) Project
   - Why should the City be interested in this project?
   - Does the project enhance the City's appeal?
   - Is the project's approach designed to meet its objectives? Will funds from the City bring about desired results?
   - Does the project have broad community involvement, as evidenced by cooperative planning, diversified funding and commitments of future support?
   - Does the project duplicate or counteract other interests?

Deadline:
Applications and all supplemental materials must be submitted to the City Manager's Office by **5:00 p.m. on Friday, December 9, 2016**. Applications and all supplemental materials received after that date will not be considered.

Contact:
If you should you have any questions or need additional information, please feel free to contact Stephanie Wrolson by phone at 815-459-2020 ext. 4014 or by email at swrolson@crystallake.org.

City of Crystal Lake Hotel/Motel Tax Funding Application
2017-2018 & 2018-2019 Fiscal Years

I. Organization

_____

Name of the organization

_____

Contact person Title

_____

Address City State Zip Code

_____

Phone Number Fax Number

_____

Email Federal I.D.

Is the applicant controlled, supervised, or operated by or in connection with another organization?

_____

Is the organization an outgrowth of another organization? _____

Please provide a history and description of the program and goals. (If additional room is needed, please use separate sheet.)

_____

_____

_____

_____

List the names and addresses of the Board of Directors and board members associated with/employed by the organization. (If additional room is needed, please use separate sheet.) In addition, attach documentation that the Board authorized the application.

1. _____
   Name Address
2. _____
   Name Address
3. _____
   Name Address

4. _____
Name Address
5. _____
Name Address

List the names, titles, duties and qualifications of volunteers and/or staff responsible for project implementation. (If additional room is needed, please use separate sheet.)

1. _____
Name Title Duties/Qualifications
2. _____
Name Title Duties/Qualifications
3. _____
Name Title Duties/Qualifications
4. _____
Name Title Duties/Qualifications
5. _____
Name Title Duties/Qualifications

II. Project/Event

Project:
Event title _____

Purpose:
What will the project accomplish? _____
_____

Is the request for a special project or operating support? _____

Is the project a continuation of an existing program or a new activity? _____

Budget:
What is the total cost of the project? _____

What is the amount of money requested from the City? _____

How will the money be used? (If additional room is needed, please use separate sheet)
_____
_____
_____

When will the money be needed? _____

Has the organization applied for funding before? _____

Goals:

What are the opportunities that the project will attempt to attract?

_____
_____
_____

What immediate and long-range results are expected?

_____
_____
_____

Who will benefit from the project?

_____
_____
_____

How and to what extent?

_____
_____
_____

How does the organization's program/event benefit the Crystal Lake community?

_____
_____
_____

Attendance:

What is the expected spectator attendance? _____

What is the expected participant attendance? _____

What are the attendance records from the last two years? _____

Overnight Visitors:

How many overnight visitors are estimated? _____

What is the basis for estimates? _____

How will you promote Crystal Lake hotels/motels?

_____
_____

Promotion:

How will the event/project be promoted?

_____
_____

In what mediums/markets will you be promoting the event?

_____
_____

City Services:
What City services are required to implement the project/event?

_____
_____

What is the cost of these services? _____

If needed, have the proper permits been issued for the event? _____

Approach:
How long will the project be carried out? _____

Where and by whom? _____

How long will it take? _____

Support:
What other sources of support are committed or are being sought for the project? (If additional room is needed, please use separate sheet.)

_____
_____
_____

Please list the organizations and the amount they are contributing.

_____
_____
_____

Future Support:
Will the project continue beyond the funding period? _____

If so, how will it be supported?

_____
_____

If the program is to be sustained, provide plans for permanent support after the City's funding has terminated.

_____
_____
_____

Maintenance Costs:
What are the projections for short and long-term cost to maintain this project?

_____
_____
_____

Coordination:
What other organizations are working on the project/event?

_____
_____

How will coordination be accomplished?

_____
_____

Evaluation:
By what criteria will the success or failure of the project/event be measured?

_____
_____

What are the methods/dates of evaluation?

_____
_____

Please submit fifteen (15) three-hole punched copies of the application and supplemental materials. Copies shall not be stapled. Please use paper clip or binder clip to collate materials. Also, requests for funding must be typed.

Please attach a copy of the Treasury letter certifying tax-exempt status as an organization that is not a private foundation and a copy of the organization's most recent Form 990- Income Tax Return of Organization Exempt for Income Tax.

Letters of support, articles or data relating to the project may be included.

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Follow-Up:
Provide certification that the organization will submit a Follow-Up Report within 60 days after the event or completion of the project. The report should outline how the funds were spent and verify that funds were spent solely for the purpose for which funds were sought.

Contact:
If you should you have any questions or need additional information, please feel free to contact Stephanie Wrolson, Accountant, by phone at 815-459-2020 ext. 4014 or by email at swrolson@crystallake.org.