City of Crystal Lake Hotel/Motel Tax Funding Application
Year 1: May 2026 through December 2026
Year 2: January 2027 through December 2027

Instructions:

To be considered for a distribution of Hotel/Motel Tax funding, all applicants must complete the application in its entirety. Responses must be typed. One electronic copy of the application must be sent to swrolson@crystallake.org, along with supplemental materials prior to the deadline listed below.

Supplemental Materials for All Applicants

1. Completed IRS Form W-9
2. Optional letters of support, articles or data relating to the project may be included.
3. Copy of Organizations current budget.

Not-For-Profit organizations must also submit the following:

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

Deadline:

Applications and all supplemental materials must be submitted to the Finance Department of the City of Crystal Lake by **5:00 p.m. on Tuesday, December 23, 2025**. Electronic files must be directed to swrolson@crystallake.org. An email confirming successful submission will be sent in reply. Applications and all supplemental materials received after that date will not be considered.

I. Organization

_____
Name of the organization

_____
Contact person Title

_____
Address City State Zip Code

_____
Phone Number Fax Number

_____
Email Federal I.D.

Status of Organization (Circle One): Non-Profit Private/For Profit

Eligible organizations must meet all the following criteria (check all that apply)

- ☐ The organization does not support political candidates or political philosophies
- ☐ The organization's primary purpose is not to influence, promote, or attempt to initiate legislation
- ☐ The organization is not in need of funding for travel outside of Crystal Lake, Illinois
- ☐ The organization is not operating at a budget deficit prior to application

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

_____

What is the primary purpose and goal of the organization applying?

_____
_____
_____

List the names of any members associated with/employed by the City of Crystal Lake.

1. _____
2. _____
3. _____

How many projects/events will you be including in this application? _____

What is the total amount of funds requested per year from the Hotel/Motel Tax Funding?

$_____

II. Projects/Events

Complete this section for EACH project/event included in the application.

Name of Project/Event _____

1. Is the project/event a continuation of an existing program/event or a new activity?

   _____

2. Which category best describes your event (check one):

☐	High Impact: 250+ estimated room nights and/or 5,000+ day visitors
☐	Medium Impact: 100-250 estimated room nights and/or 3,000+ day visitors
☐	Low Impact: < 100 estimated room nights and/or 1,000+ day visitors

3. Provide a detailed description of the proposed project or event _____

   _____

   _____

   _____

4. Which of the statements below apply to this project or event? Check all that apply. Priority of funding will be given to projects/events that meet multiple elements listed below, but are not all required of each project/event.

☐	Project/Event is expected to generate overnight stays in Crystal Lake hotels/motels
☐	Organization will encourage support of Crystal Lake businesses, restaurants and attractions through project/event promotion
☐	Organization will attract positive coverage in local, regional and national media related to the project/event listed
☐	Project/Event is expected to reach a broad section of the Crystal Lake Community
☐	Organization is/will be seeking multiple sources of support for the project/event
☐	Project/Event will yield benefits to the Crystal Lake Community for the resources invested from the Hotel/Motel Tax Funding Program
☐	Organization will promote cooperation among event organizers to reduce costs
☐	Project/Event will enhance or improve the Crystal Lake Community
☐	Organization is based in Crystal Lake
☐	Demonstrate collaboration, support, and cooperation among local organizations

5. What is the total estimate cost of the project/event? $_____

6. How much annual funding is being requested for this project/event? $_____

7. Has the organization applied for Hotel/Motel Tax Funding previously? If so, when and how much was received? _____

8. How will the funding be used? All uses must be directly linked to the support of this specific event or activity. General operational support will not be eligible. See program guidelines for a full list of ineligible categories.

9. Who will benefit from the project/event? How and to what extent will they benefit?

10. How does the project/event enhance or improve the Crystal Lake Community overall?

11. How will the project/event be promoted? What mediums will be used and which markets targeted? _____

12. What other sources of support are committed or are being sought for the project/event? If organizations are known, list names and amount of support expected. _____

13. What, if any, other organizations are working on the project/event? _____

14. Number of day visitors projected? If the event has been held previously, what are the attendance numbers of the past two years? _____

15. Will your event generate overnight visitors within Crystal Lake Hotels/Motels? _____

    If no, skip to Question #16.

    i) Number of Overnight Guests Projected? _____

    ii) Average Estimate Length of Stay per Room? _____

    iii) How will you promote Crystal Lake Hotels/Motels? _____

    _____

    NOTE: ALL <u>FOR PROFIT</u> ORGANIZATIONS MUST GENERATE OVERNIGHT STAYS IN CRYSTAL LAKE HOTELS/MOTELS TO BE ELIGIBLE FOR FUNDING.

16. Do you have any other projects/events to submit? Circle one: Yes No

    If yes, please complete Section II for each project and include all projects with your submittal.

III. CERTIFICATION

The undersigned has read the foregoing application and knows the contents thereof, and affirms that the information is true and correct to the best of his/her knowledge, information and belief.

Signature	Name/Title	Date

IV. POST APPLICATION INFORMATION

Award Process and Notification: All applications will be collected by City Staff and provided to the Crystal Lake City Council for review and deliberation. Applicants will be notified once awards have been approved by the City Council. City Council is expected to finalize awards in early 2026.

Funding Requests: Organizations granted an award will be required to submit requests for funding on a reimbursement basis, post-project/event. An organization may submit reimbursement after each project/event, if approved for multiple projects/events for the funding cycle. All expenses must occur during the one-year funding cycle to be eligible. Each request for fund disbursement will be submitted on the City of Crystal Lake's Hotel/Motel Tax Funding Reimbursement Request form. Per the Program Guidelines, the City reserves the right to request and review support documentation before disbursement of funds. The use of the funds must align with those purposes identified in this application.

Program Guidelines: A copy of the Program Guidelines, adopted by the Crystal Lake City Council, are available on the City's website or may be requested via email from Ms. Wrolson, swrolson@crystallake.org

https://www.crystallake.org/your-government/departments/finance/hotel-motel-tax-funding

Contact:
If you should you have any questions or need additional information, please feel free to contact Stephanie Wrolson, Accounting Manager, by phone at 815-444-5963 or by email at swrolson@crystallake.org.