

NEWS

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Cedar Falls, September 8, 2008 – Disaster Funding for Tourism Events/Attractions

At the request of the Cedar Falls City Council, the Tourism and Visitors Bureau is accepting requests from tourism-related organizations for funding to reduce financial loss due to the Presidential Disaster Declaration that occurred in June 2008.

Funding in the form of grants and/or forgivable loans will be made available from a portion of the City of Cedar Falls Tourism and Visitors Bureau cash reserves. These reserves have accumulated from the collection of hotel/motel tax revenue that has purposely been set aside for emergency events and other special needs as determined by the bureau's board. These funds are NOT from residential property tax and state law stipulates that hotel/motel tax revenues be spent for visitor amenities, attractions and promotion.

Funding requests must meet the following criteria:

- Organizations must have suffered a catastrophic loss due to expenses they incurred and could not recoup due to the 2008 Presidential Emergency Declaration.
- Organizations must be a tourism related event, attraction or facility.
- Only losses incurred as expenses, NOT lost revenues will be considered.
- Requests from events or organizations financially connected to a larger entity (i.e. a subset of the Sturgis Falls Celebration) must come from the umbrella entity.
- Applicants will be asked to document steps taken to mitigate losses (i.e. negotiations with entertainers to waive fees, etc.).
- Organizations must reside in the City of Cedar Falls. Attractions outside of the city limits may apply for marketing dollars as usual, but will not qualify for this special disaster relief.
- Requests will be accepted during the month of September and considered and paid in October.

Applications can be obtained at the Cedar Falls Visitor Center during office hours or downloaded from the resource section of the Tourism Bureau's web site at www.cedarfallstourism.org. Questions or concerns may be directed to Kim Burger, Cedar Falls Tourism and Visitors Bureau, 268-4266 or kim@cedarfallstourism.org.