



Tourism Activities & Economic Development Services FY25 APPLICATION

Introduction:

On an annual basis, the City requests proposals from non-profit or governmental agencies that contribute to increasing tourism activities or economic development services. Funds will be available beginning July 1, 2024 until June 30, 2025. Applicants must be able to use the funds within this timeframe.

Purpose:

This application is for requests for two types of proposals: 1) increases tourism through a one-time project or activity or 2) significant contributions to and/or promotion of economic development, the creation of quality employment opportunities, and/or increase taxable valuation in Cedar Falls. Proposals are sought to help facilitate the City Council's organizational goal of "creating an environment conducive to economic development."

Fundable requests could include special equipment purchases as well as capital improvements, including new construction, renovation, restoration, and installation of fixtures. Large capital projects generally do not fall within the scope of this funding and should be requested through the City's annual Capital Improvement Program (CIP) process. Operating expenses may also be considered, provided a direct link to increased tourism or economic development can be shown by any funds proposed for operating uses. Economic development funds emphasize direct job creation and taxable valuation increase tied to a specific program or project.

Grants will not be provided for 100% of the project or program proposed.

Eligibility

To qualify to receive funds, the applicant must be a private, non-profit organization or governmental agency organized and existing under Iowa Law. If the applicant has secured or plans to request any other City funding, the applicant will not be considered under this grant program.

Criteria:

In compliance with State requirements, funding for economic development assistance or tourism-related activities will be evaluated on their ability to show a direct correlation to these purposes, with measurable data.

Applications will be evaluated by a staff Review Committee of tourism, economic development, and finance expertise with final approval by the City Council. Criteria that will be applied in reviewing applications include the following:

1. Does the request add diversity or generate new opportunities? (Duplication is to be avoided.)
2. Requests must demonstrate a direct link to an increase in tourism or economic development. If the proposal is vague or does not include metrics that can achieve this, it will not be funded.
3. Requests that enable something new and/or creative to take place will be considered more favorably than on-going program expenses or organizational costs.

4. Projects with funding from additional sources will be considered more favorably.
5. Proposals that demonstrate a positive and lasting effect on Cedar Falls will be considered more favorably.
6. Past compliance history or ability to perform (semiannual reports, if required or ability to complete proposal as indicated in a prior application) will be considered.

General Instructions:

The City of Cedar Falls must receive all applications, **no later than 4pm Friday, December 1, 2023.** ***Late applications will not be considered.*** All contracts supporting funding are anticipated for Council approval in May 2024, with funding available for projects/programs during the period of July 1, 2024-June 30, 2025.

If your agency's program(s) or project(s) is funded, reports will be required as applicable to the project/program. If funded as an on-going project throughout the year, semiannual status reports outlining activities and accomplishments for City Fiscal Year 2025 will apply. These would be due by December 1, 2024 and June 1, 2025. If a one-time project/program is completed in less than a year, a report is due at time of requesting reimbursement. Your agency will be assigned a project coordinator depending upon the type of grant request (tourism or economic development) who will review these reports. Failure to submit semiannual accomplishment reports (if applicable) may result in your organization/project(s) being ineligible for future funding.

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1. **General Information** (*Applications must be typewritten. Use a separate sheet of paper, if necessary*):

Name of organization _____

Name of facility/project _____

Primary contact person _____ Email _____

Secondary contact person _____ Email _____

Address of organization or person completing application:

Street _____

City _____ State _____ Zip _____

Phone: _____ Fax: _____

2. **What is the mission of your organization?** (If impacting tourism or economic development, is not somehow stated in your mission, explain how your organization or this project achieves that.)
3. **Please state the amount of your request and provide a description of how the grant monies will be used.** Bids, mock-ups, samples, and any other information that will help illustrate your project or request, are highly encouraged.
4. **Describe how the proposed project/program will increase tourism or economic development in Cedar Falls.** Provide information on the metrics/data that support your statement.
5. **What will be the impact of this project?**
- If the focus is economic development, indicate who the target market is and the anticipated impact of your program/project. (Include tangible goals and how they will be measured.)
 - If the focus is tourism-related, indicate what you will achieve and how you plan to measure its success.
6. **Describe how your proposal meets the following criteria:**
(*Note: Proposals may not meet all areas. State law requires the City to evaluate these factors in considering funding. Applicants are encouraged to indicate which may not be applicable. For those that are applicable, provide specific, tangible information.*)
- Private entities or persons that add diversity to or generate new opportunities for the local economy should be favored over those that do not.

- b. Economic assistance funds should attract, retain, or expand businesses that produce exports or import substitutes, or which generate tourism-related activities.
- c. Economic assistance funds should be targeted toward private entities and persons that generate public gains and benefits. The amount of funds to be disbursed should be compared to the gains and benefits to be generated.
- d. Economic assistance funds should not be used to attract a local business to relocate unless the business is considering in good faith to relocate outside the area or unless the relocation is related to an expansion which will generate significant new job creation. Jobs created as a result of displacement of other jobs in similar local businesses shall not be considered significant new job creation.

- 7. **Describe how funding would create new jobs and income or retain existing jobs and income that would otherwise be lost.** Please be as specific as possible on the estimated number of jobs, economic multipliers or any other data and estimates provided with an explanation on what sources were used to derive this.
- 8. **Please explain the public purpose your proposal would have.**
- 9. **How would an amount less than requested affect your project or organization?**
- 10. **If the requested funding will be utilized to provide funding to others through a program, please outline what criteria will be used by your organization to determine eligible projects.** (Description must demonstrate how the program and criteria for eligible projects are linked to economic development or tourism-related impacts.)
- 11. **Please supply any additional information you believe will strengthen your application, as it relates to tourism or economic development.**
- 12. **Please attach the following to the application:**
 - a. List of current board of directors and officers;
 - b. Proof of non-profit or governmental status;
 - c. If your project requires installation of fixtures on public property, please include a letter of approval from the appropriate representative.

BUDGET SUMMARY*:

* Please include an organizational budget and, if applicable, a project budget (including other funding sources).

Total Project Cost	\$_____
Additional Funding Sources (Attach a detailed listing of the sources.)	\$_____
In-Kind Services	\$_____
Grant Request	\$_____

I have reviewed this application for grant funds from the City of Cedar Falls. To the best of my knowledge, the information contained in this application and its attachments is accurate and complete.

I understand that funding of this application is not guaranteed and is at the sole discretion of the City Council and based on funds availability.

If awarded, the grant will be used for the express purpose as stated in this application. I, the undersigned, know full and well that if this program/project does not transpire, the recommendation by Review Committee for funding will be withdrawn. My organization will be responsible for refunding any portion of funds already received.

Signature of Applicant

Date

Signature of Lead Organization Official (if different from applicant)

Date

APPLICANTS MAY ATTACH SAMPLES OR OTHER MATERIALS THAT SUPPORT AN APPLICATION.

MAIL OR EMAIL YOUR APPLICATION TO:

City Clerk
City of Cedar Falls
220 Clay St., Cedar Falls, Iowa 50613
kim.kerr@cedarfalls.com

Tourism-related questions	Economic Development-related questions
jennifer.pickar@cedarfalls.com (319) 268-6991	shane.graham@cedarfalls.com (319) 268-5160