



FOR IMMEDIATE RELEASE

Contact: Lynsi Pasutti, Executive Director
Perry Chamber of Commerce

Phone: (515) 465-4601

Email: Lynsi.Pasutti@PerryIA.org

Local Marketing Grant Opportunity Returns Perry's Hotel/Motel Tax Grant Application Deadline is Tuesday, July 20th

Perry, July 6, 2021 – The Perry Chamber of Commerce is now accepting applications for the 2021 Hotel/Motel Grant, due Tuesday, July 20th. Eligible applicants include any non-profit organization whose project has a beneficial impact on the community of Perry. The Board encourages creative projects that enhance the attractiveness of Perry, encourage tourism to the area, and/or promote events that draw visitors to Perry as a destination.

In 2019, the Perry Chamber switched from an ongoing or as-submitted review process to a biannual grant cycle which created two grant periods per year, with applications due in April and October. In 2020, event restrictions due to the pandemic led to a shift in efforts. Budgeted grant funds were allocated to the Perry Chamber Foundation to support joint efforts with the City of Perry and Perry Economic Development to create a Business Modernization & Protection Grant. This grant assisted local businesses, focusing on improvements that would last beyond the pandemic. This year, the Hotel/Motel Grant program returns for a single cycle, with plans for reestablishing the two per year cycle in 2022.

Grant applications are due to the Perry Chamber of Commerce by Tuesday, July 20th at 3pm and funding allocations will be announced Tuesday, August 10th.

The Perry Chamber of Commerce receives four-sevenths of the Hotel/Motel Tax that is collected in Perry. The Chamber utilizes this funding source in a number of ways for the promotion and encouragement of tourism, including this grant for nonprofit organizations seeking funding assistance for special projects and/or advertising.

State Code governs the use of revenues derived from the Hotel/Motel Tax, a tax collected from the renting of any and all rooms where accommodations are furnished to transient guests for rent. All entities, excepting governmental entities, must be non-profit as recognized by the Internal Revenue Code of the United States to be eligible for the consideration of the allocation of these grant funds. All recommendations of allocations shall be subject to the approval of the Perry Chamber of Commerce Board of Directors.

Grant guidelines and application form for the 2021 Hotel/Motel Tax Grant can be found online (www.perryia.org/chamber-of-commerce.html), picked up at the Chamber office (1124 Willis Avenue, Suite A), or requested via email.

For more information on Perry's Hotel/Motel Tax Grant, contact the Perry Chamber of Commerce at perrychamber@perryia.org or (515) 465-4601.

#

About the Perry Chamber of Commerce

The Perry Chamber of Commerce serves as the central business organization in Perry, with the mission to be an advocate to its membership by promoting and encouraging growth in the community, business, and tourism.