



# Perry Chamber of Commerce Hotel/Motel Tax Grant Guidelines

## Purpose

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

## Eligibility

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 funds. All recommendations on allocations shall be subject to the approval of the Perry Chamber of Commerce Board of Directors.

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, or promote events that draw visitors to Perry as a destination.

This grant program supports projects that include, but are not limited to:

- Developing and/or expanding tourism programs, events, or tools
- Building partnerships and cooperative efforts among tourism providers and attractions
- Enhancing initiatives and efforts to attract visitors to the community

Grant requests should not exceed \$2,000. Matching funds are preferred, but not required. **A Final Report must be completed and returned to the Perry Chamber of Commerce upon project completion. Failure to submit a report within 30 days of project completion will jeopardize future funding.**

## Ineligible Projects/Components

This grant program does not support:

- Projects that do not have a beneficial impact on Perry
- Annual or recurring operational expenses
- Projects with full funding already in place
- Individual fundraisers or donations
- Grants or scholarships to individuals or businesses

## Review Process

There will be a single grant cycle in 2021, with applications due Tuesday, July 20<sup>th</sup> and funding allocations in August. Beginning in 2021, the Perry Chamber of Commerce will return to a biannual grant cycle which will include two grant periods per year. **Applications will be due on the third Wednesday of April and October, with funding allocated in May and November, respectively.** Applications will be reviewed by the Chamber Board of Directions and applicants will be notified by the Executive Director of funding allocations.

## Evaluation Criteria:

Projects will be evaluated using certain criteria including but not limited to:

- Potential reach of project, including number of visitors and overnight guests generated by project
- Financial need of project and percentage of project funding being requested
- Quality of project and likelihood of achieving stated goals

Questions may be directed to the Perry Chamber of Commerce at (515) 465-4601 or [PerryChamber@perryia.org](mailto:PerryChamber@perryia.org).



# Perry Chamber of Commerce 2021 Hotel/Motel Tax Grant Application

Date Submitted:

Date of Project/Event:

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## Organization Information

Name of Organization:

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Address:

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Name/Title of Contact Person:

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Email/Phone Number of Contact Person:

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Briefly describe the Mission of the Organization:

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## Project Overview

Name of Project:

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Briefly summarize the project for which you are requesting funds:

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Total Cost of Project:

Total Requested:

Total Matching:

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## Project Information

Nature of request (check all that apply):

- Print Project (brochure, magazine, poster, etc.)
- Media Project (radio, television, newspaper, etc.)
- Promotion Programming (speakers, events, festivals, etc.)

Provide a detailed description of the proposed project, including the purpose, goals, and objectives:

Provide a detailed description of the timeline of the proposed project:

Provide a detailed description of the project's targeted audience, including estimated participation or reach, as well as tactics for success, such as advertising:

## Project Feasibility & Budget

Provide a detailed description of any partners or additional resources that will ensure the completion of your project, including in-kind donations or other funding - applied for or secured:

Provide a detailed description of the budget for the proposed project, including an itemized list of expenses and respective funding sources. Attach any bids or estimates, if possible.

The undersigned, an authorized officer of the organization, does hereby certify that the information set forth in this grant application is true and correct.

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Signature

Printed Name/Title

Date

**Return completed applications to the Perry Chamber of Commerce by Tuesday, July 20th:  
[PerryChamber@PerryIA.org](mailto:PerryChamber@PerryIA.org) -or- 1124 Willis Avenue, Suite A | PO Box 472 | Perry, IA 50220**



# Perry Chamber of Commerce 2021 Hotel/Motel Tax Grant Final Report

Date Submitted:

Date of Project/Event:

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Name of Organization:

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Name/Title of Contact Person:

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Program/Project Name:

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Provide a detailed summary of the results of the project, including successes and shortcomings, or lessons learned for future projects. Please quantify successes as much as possible (number of participants, items produced, attendance, materials distributed, website hits, dollars leveraged, etc.)

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Did you use these funds for the originally stated activities?  YES  NO

If not, what changes did you make and why?

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Total Cost of Project:

Total Grant Received:

Total Matching:

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Provide a summary of final project expenses, including a comparison of originally requested funds and actual expenditures, as well as explanations for any adjustments. Attach receipts, if possible.

Attach samples of marketing materials, including press releases, newsletters, advertisements, flyers, brochures, website links, etc.

The undersigned, an authorized officer of the organization, does hereby certify that the funded project is complete, and the awarded funds were used appropriately.

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Signature	Print Name/Title	Date
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**Complete and return this Final Report to the Perry Chamber of Commerce within 30 days of the completion of your project. Failure to do so will jeopardize future funding.**