



Grinnell Hotel and Motel Tax Committee  
Tentative Agenda  
Tuesday, April 27, 2021  
**12:00 pm**  
Via Zoom

Join Zoom Meeting

<https://zoom.us/j/99483757301?pwd=UDd2N1MvR1ZDTEpPRk9sSVhmNIRwUT09>

Meeting ID: 994 8375 7301

Passcode: 166114

One tap mobile

+13126266799,,99483757301#,,,,\*166114# US (Chicago)

+19292056099,,99483757301#,,,,\*166114# US (New York)

Dial by your location

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

+1 301 715 8592 US (Washington DC)

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

Meeting ID: 994 8375 7301

Passcode: 166114

Find your local number: <https://zoom.us/u/apltZPX9x>

Roll Call:

Cirks \_\_\_ Lang \_\_\_ Nowasell \_\_\_ Smith \_\_\_ Spriggs \_\_\_ White \_\_\_ Wright \_\_\_

1. Call Meeting to Order
2. Approve Agenda
3. Approve minutes from March 16, 2021.
4. Monthly Budget Report
  - Current Hotel/Motel Tax Fund Balance - \$104,619.53
  - Review Hotel/Motel Tracking Revenue
5. Consider nomination of new Chair and Vice Chair.

6. Consider finalizing downtown banners design.
7. Discuss Veteran's Memorial Building naming opportunities due to contribution made by the Committee.
8. Inquiries
9. Adjournment

Grinnell Hotel and Motel Tax Committee

Minutes

Tuesday, March 16, 2021

Via Zoom

<https://zoom.us/j/94227406519?pwd=bjZhRTdIZTJibUI5bGkxUXQrTTdSZz09>

Roll Call: Lang, Nowasell, Smith, Spriggs, White, Wright. Absent: Cirks.

Also present were Mayor Agnew, Ben Latimer, Ashley LaRue, Monica St. Angelo, Russ Behrens, and Ann Wingerter.

1. Smith called the meeting to order at 12:10 p.m.
2. White made the motion, second by Lang to approve the agenda as presented.  
AYES: All. Motion carried.
3. White made the motion, second by Lang to approve the minutes from January 26, 2021. AYES: All. Motion carried.
4. The monthly budget report was reviewed. No action was taken.
5. Lang made the motion, second by White to approve using ASI Sign Systems, Inc. to produce downtown banners. AYES: All. Motion carried.

Ben Latimer showed the committee several designs. The committee provided feedback on the designs. Updated designs will be provided for the next meeting. No action was taken.

6. Nowasell made the motion, second by Smith to approval of a total contribution of \$100,000 to the Prairie Star/Veteran's Memorial Project with the stipulation that the funds will not be available until after the Great Places grant proceeds are spent. The funding will be provided as follows:

FY 21-22	\$25,000 (already included in final draft of the FY 21-22 budget)
FY 22-23	\$35,000
FY 23-24	\$40,000 (this payment would be available just as the project is wrapping up construction in July 2023 if all goes as planned)

AYES: All. Motion carried.

7. There were no inquiries.
8. The meeting was adjourned at 12:40 p.m.

Respectfully submitted by  
Ann Wingerter, Secretary for the Committee

145-HOTEL/MOTEL TAX - SPC REV  
 HOTEL/MOTEL PROMOTION

	2017-2018 ACTUAL	2018-2019 ACTUAL	2019-2020 ACTUAL	(----- CURRENT BUDGET	2020-2021 Y-T-D ACTUAL	(----- REESTIMATED BUDGET	2021-2022 APPROVED BUDGET
<b>REVENUES</b>							
145-3.550.2.4400 H/M - FEDERAL GRANT	0	0	0	0	9,248	9,248	9,248
145-3.550.2.4440 H/M - STATE GRANT	0	0	0	0	0	0	0
145-3.550.2.4705 H/M - HOLIDAY LIGHT DON	0	13,605	0	0	0	0	0
145-3.550.2.4780 H/M - OTHER MISC REVENU SALE OF TREES	2,220	2,756	4,806	500	400	500	500
145-3.550.4.4085 H/M - TAX DISTRIBUTION	373,206	399,590	320,185	400,000	187,176	216,776	216,776
145-3.550.4.4300 H/M - INTEREST EARNED	1,265	2,239	1,330	1,000	749	1,100	1,100
<b>TOTAL REVENUES</b>	<b>376,691</b>	<b>418,190</b>	<b>326,321</b>	<b>401,500</b>	<b>197,573</b>	<b>227,624</b>	<b>227,624</b>
<b>EXPENDITURES</b>							
<b>SALARIES &amp; WAGES</b>							
145-4.550.1.6010 H/M - SALARIES	17,266	18,648	20,644	18,600	14,413	19,000	19,000
145-4.550.1.6020 H&M - PART TIME SALARIE	6,906	4,649	54	6,350	336	6,350	6,350
145-4.550.1.6040 H&M - OVERTIME SALARIES	0	0	143	0	1,060	1,060	1,060
145-4.550.1.6050 H&M - TEMP PAY TEMP AGENCY	6,153	2,200	5,617	7,000	9,034	18,000	18,000
<b>TOTAL SALARIES &amp; WAGES</b>	<b>30,325</b>	<b>25,498</b>	<b>26,458</b>	<b>31,950</b>	<b>24,843</b>	<b>44,410</b>	<b>44,410</b>
<b>EMPLOYEE BENEFIT COSTS</b>							
145-4.550.1.6110 H&M - FICA	1,777	1,690	1,488	2,350	1,040	1,460	1,460
145-4.550.1.6130 H&M - IPERS	1,629	1,931	1,472	1,750	1,341	1,795	1,795
<b>TOTAL EMPLOYEE BENEFIT COSTS</b>	<b>3,406</b>	<b>3,621</b>	<b>2,961</b>	<b>4,100</b>	<b>2,381</b>	<b>3,255</b>	<b>3,255</b>
<b>STAFF DEVELOPMENT</b>							
145-4.550.1.6210 H&M - DUES, MBRSPS	1,120	1,142	1,165	2,000	0	2,000	2,000
<b>TOTAL STAFF DEVELOPMENT</b>	<b>1,120</b>	<b>1,142</b>	<b>1,165</b>	<b>2,000</b>	<b>0</b>	<b>2,000</b>	<b>2,000</b>
<b>CONTRACTUAL SERVICES</b>							
145-4.550.2.6413 H&M - PYMT TO OTHER AGE REBATE TO GRINNELL CTR LLC	13,083	75,843	54,257	75,000	0	15,000	15,000
145-4.550.2.6421 H&M - CONSULTATION & PR	350	0	32,506	0	0	0	0
<b>TOTAL CONTRACTUAL SERVICES</b>	<b>13,433</b>	<b>75,843</b>	<b>86,763</b>	<b>75,000</b>	<b>0</b>	<b>15,000</b>	<b>15,000</b>
<b>COMMODITIES</b>							
145-4.550.2.6508 H&M - POSTAGE AND SHIPP	0	0	0	50	0	50	50
145-4.550.2.6513 H&M - MISC SUPP - TREES TREES/FLOWERS OTHER DWTN	5,790	14,841	12,478	7,000	16,340	25,000	25,000
145-4.550.2.6524 H&M - SPORTS AUTHORITY	0	0	0	0	0	0	0
145-4.550.2.6525 H&M - GAAC PROJECTS/DEV BEG RETIRING CONTRIBUTION	14,951	13,040	10,616	15,000	0	7,500	7,500
PUBLIC ART INITIATIVE							5,000
145-4.550.2.6526 H&M - PROJ DEV/OTHER EX CBD RECRUITMENT DWTN ONLY	70,942	14,838	1,928	15,000	0	0	0
EVENT RECRUITMENT/HOST							0

CITY OF GRINNELL  
 APPROVED BUDGET REPORT  
 AS OF: APRIL 30TH, 2021

145-HOTEL/MOTEL TAX - SPC REV  
 HOTEL/MOTEL PROMOTION

	2017-2018 ACTUAL	2018-2019 ACTUAL	2019-2020 ACTUAL	(----- 2020-2021 -----) CURRENT BUDGET	Y-T-D ACTUAL	REESTIMATED BUDGET	2021-2022 APPROVED BUDGET
145-4.550.2.6527 H&M - FEES/OTHER EXP	31,585	37,391	32,970	41,150	731	731	731
CVB SERVICES							0
PROJECTS/PROMOTIONS							0
OTHER PROMOTIONS, MTGS ETC							0
MUSIC LICENSE FEE							731
145-4.550.2.6528 H&M - MINI-GRANT AWARDS	0	1,500	1,500	5,000	0	0	0
145-4.550.2.6529 H&M - GRINNELL FIREWORK	12,000	12,500	0	13,000	0	13,000	13,000
145-4.550.2.6530 H&M - FIRE CONVENTION	0	20,000	20,000	0	0	0	0
2ND YEAR CONTRIBUTION							0
TOTAL COMMODITIES	<u>135,269</u>	<u>114,110</u>	<u>79,491</u>	<u>96,200</u>	<u>17,071</u>	<u>46,281</u>	<u>46,281</u>
<b>CAPITAL OUTLAY</b>							
145-4.550.3.6727 H&M - PROJECTS	0	46,013	68,443	43,800	4,783	10,000	10,000
CENTRAL EVENTS/ENTERTAINMENT							5,000
HOLIDAY LGTS (CENTRAL PARK)							5,000
HWY 146 ENHANCEMENTS							0
15 SNOWFLAKES - CBD							0
130 BANNERS							0
TOTAL CAPITAL OUTLAY	<u>0</u>	<u>46,013</u>	<u>68,443</u>	<u>43,800</u>	<u>4,783</u>	<u>10,000</u>	<u>10,000</u>
<b>TOTAL EXPENDITURES</b>	<u>183,553</u>	<u>266,228</u>	<u>265,281</u>	<u>253,050</u>	<u>49,077</u>	<u>120,946</u>	<u>120,946</u>
REVENUE OVER/ (UNDER) EXPENDITURES	193,138	151,962	61,040	148,450	148,496	106,678	106,678

CITY OF GRINNELL  
 APPROVED BUDGET REPORT  
 AS OF: APRIL 30TH, 2021

145-HOTEL/MOTEL TAX - SPC REV  
 TRANSFER

	2017-2018 ACTUAL	2018-2019 ACTUAL	2019-2020 ACTUAL	(----- CURRENT BUDGET	2020-2021 Y-T-D ACTUAL	(----- REESTIMATED BUDGET	2021-2022 APPROVED BUDGET
<u>REVENUES</u>							
145-3.910.4.4830 H/M - TRANS IN (INTERNA	0	0	0	0	0	0	0
TOTAL REVENUES	0	0	0	0	0	0	0
<u>EXPENDITURES</u>							
<u>TRANSFERS</u>							
145-4.910.5.6911 H&M - TRANSFER	198,292	132,961	238,452	122,500	112,500	112,500	112,500
GEN FUND TRANS							37,500
SPORTS AUTHORITY 009							25,000
EMS FUND - 001							50,000
INDOOR ACTIVITY CTR							0
TOTAL TRANSFERS	<u>198,292</u>	<u>132,961</u>	<u>238,452</u>	<u>122,500</u>	<u>112,500</u>	<u>112,500</u>	<u>112,500</u>
TOTAL EXPENDITURES	<u>198,292</u>	<u>132,961</u>	<u>238,452</u>	<u>122,500</u>	<u>112,500</u>	<u>112,500</u>	<u>112,500</u>
REVENUE OVER/ (UNDER) EXPENDITURES	( 198,292)	( 132,961)	( 238,452)	( 122,500)	( 112,500)	( 112,500)	( 112,500)
FUND TOTAL REVENUE	376,691	418,190	326,321	401,500	197,573	227,624	227,624
FUND TOTAL EXPENDITURES	<u>381,845</u>	<u>399,189</u>	<u>503,733</u>	<u>375,550</u>	<u>161,577</u>	<u>233,446</u>	<u>233,446</u>
REVENUE OVER/ (UNDER) EXPENDITURES	( 5,153)	19,001	( 177,412)	25,950	35,996	( 5,822)	( 5,822)

\*\*\* END OF REPORT \*\*\*

Quarter	FY 15-16	FY 16-17	FY 17-18	FY 18-19	FY 19-20	FY 20-21
2nd	\$90,131.93	\$95,828.25	\$104,494.18	\$116,962.66	\$105,602.77	\$73,907.96
3rd	\$107,657.34	\$111,076.28	\$114,627.80	\$134,632.88	\$119,839.44	\$66,561.88
4th	\$73,517.99	\$71,656.90	\$71,773.33	\$85,062.86	\$58,992.57	\$46,706.31
1st	\$60,998.14	\$67,370.52	\$82,310.69	\$62,941.62	\$35,750.05	<i>\$29,600.04</i>
<b>Total</b>	<b>\$332,305.40</b>	<b>\$345,931.95</b>	<b>\$373,206.00</b>	<b>\$399,600.02</b>	<b>\$320,184.83</b>	<b>\$216,776.19</b>

3<sup>rd</sup> Quarter FY 20-21: July-August-September, this is traditionally the quarter with the highest revenue due to summer travel and Grinnell College students starting/returning. Grinnell College students are now primarily completing course work remotely and parents of students that did come to campus were encouraged not to come to Grinnell.

The COVID-19 pandemic hit in the final month of the FY 19-20 1st quarter, so we had two months with 'normal' activity and hotel stays. Even with two typical month's revenue for this quarter it decreased 43% from FY 18-19 to FY 19-20. FY 18-19 was an exceptional revenue year and revenue was likely going to be slightly lower in FY 19-20 even without COVID.

I predict revenue will be off 40% in FY 20-21 3<sup>rd</sup> quarter and 4<sup>th</sup> quarter. I predict revenue will be 80% for the 1<sup>st</sup> quarter FY 20-21 compared to FY 19-20.

The FY 19-20 budget revenue forecast \$433,300, actual revenue \$320,184.83 (-\$113,115.17).

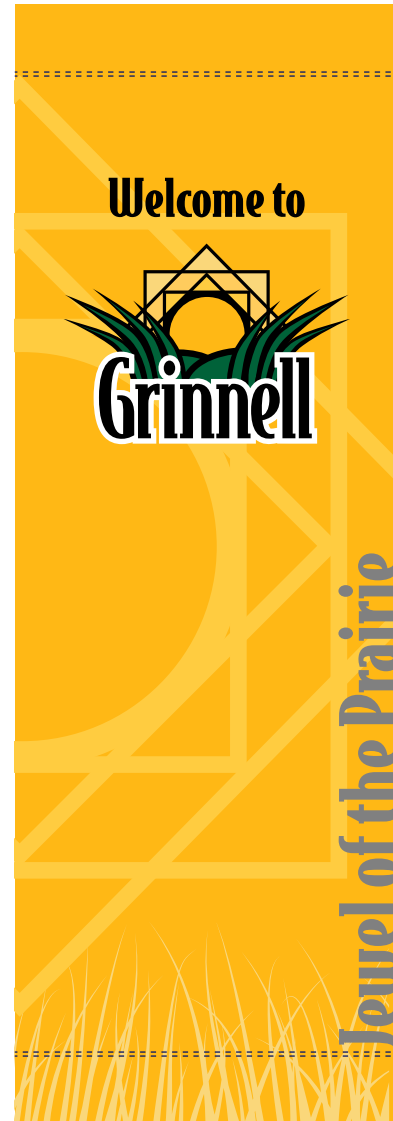
The FY 20-21 budget revenue forecast \$401,500, re-estimated revenue \$216,776.19 (-\$184,723.81).

Cumulative revenue shortfall from downward trend after exceptional FY 18-19 revenue and COVID-19 pandemic impacts for FY 19-20 and FY 20-21 estimated to be \$297,838.98.

For 3<sup>rd</sup> Quarter FY 20-21 I had estimated \$71,903.66 and the actual collection is \$66,561.88 – a difference of -\$5,341.78 or -7.4%.

For 4<sup>th</sup> Quarter FY 20-21 I had estimated \$35,395.54 and the actual collection is \$46,706.31 – a difference of +\$11,310.77 or +32%. This is not as positive as it seems when compared to previous years. All indications are that even while other parts of the economy start to hit pre-pandemic levels, the hospitality industry make take years to reach those pre-pandemic levels.





**Client**  
City of Grinnell

**Project**  
Exterior Light Pole Banners

**Drawn by**  
Ashley LaRue

**Filename:**  
E9\_6\_LightPoleBanners\_Concepts.ai

**Location**  
\_Default

**Sales Rep**  
Ben Latimer

**Date - Task**  
03.10.21 - 102478

**Revision**  
03.23.21 anlarue/added new concepts





**Client**  
City of Grinnell

**Location**  
\_Default

**Project**  
Exterior Light Pole Banners

**Sales Rep**  
Ben Latimer

**Drawn by**  
Ashley LaRue

**Date - Task**  
03.10.21 - 102478

**Filename:**  
E9\_6\_LightPoleBanners\_Concepts.ai

**Revision**  
00.00.00



## Ann Wingerter

---

**From:** Russ Behrens  
**Sent:** Friday, April 16, 2021 8:47 AM  
**To:** Ann Wingerter  
**Subject:** FW: Naming opportunities  
**Attachments:** Naming Opportunities Spreadsheet.xlsx

---

**From:** Tom Lacina <lacina@grinnelllaw.com>  
**Sent:** Thursday, April 15, 2021 3:21 PM  
**To:** Russ Behrens <RBehrens@grinnelliowa.gov>  
**Subject:** Fwd: Naming opportunities

Sent from my iPhone

Begin forwarded message:

**From:** Nicole Brua Behrens <[nicole@greaterpcf.org](mailto:nicole@greaterpcf.org)>  
**Date:** April 15, 2021 at 2:16:05 PM CDT  
**To:** Randall Hotchkin <[sgthotch68@gmail.com](mailto:sgthotch68@gmail.com)>, Justin Tolan <[jtolan@amperagefundraising.com](mailto:jtolan@amperagefundraising.com)>, Tom Lacina <[lacina@grinnelllaw.com](mailto:lacina@grinnelllaw.com)>, Tom Lacina <[TomLacina@gmail.com](mailto:TomLacina@gmail.com)>  
**Subject:** RE: Naming opportunities

Randy, here is the listing of naming opportunities and which ones are spoken for. Thanks! N

-----Original Message-----

**From:** Randall Hotchkin <[sgthotch68@gmail.com](mailto:sgthotch68@gmail.com)>  
**Sent:** Thursday, April 15, 2021 1:39 PM  
**To:** Justin Tolan <[jtolan@amperagefundraising.com](mailto:jtolan@amperagefundraising.com)>; Tom Lacina <[lacina@grinnelllaw.com](mailto:lacina@grinnelllaw.com)>; Tom Lacina <[tomlacina@gmail.com](mailto:tomlacina@gmail.com)>; Nicole Brua Behrens <[nicole@GreaterPCF.org](mailto:nicole@GreaterPCF.org)>  
**Subject:** Naming opportunities

All,

I've got a friend interested in donating and wants a naming opportunity. I told him they start at \$10k. What can we offer him?

Thanks,  
Randy

Sent from my iPhone

**Veterans Campaign****Naming Opportunities**

Flexible Artist Studio/Meeting Space, Level 1  
Flexible Artist Studio/Meeting Space, Level 1  
Flexible Artist Studio/Meeting Space, Level 1  
Flexible Artist Studio/Meeting Space, Level 1  
Flexible Artist Studio/Meeting Space, Level 1  
9 x 10 Artist Studio Area  
9 x 10 Artist Studio Area  
9 x 10 Artist Studio Area  
9 x 10 Artist Studio Area  
9 x 10 Artist Studio Area  
Residency Auxillary Room  
Kitchenette/Coffee Room  
Downstairs Office  
Broad Street Entry  
Artist Studio Apartment  
Artist Studio Apartment  
Artist Studio Apartment  
Artist Studio Apartment  
Double-Room Guest Residence  
Elevator  
Covered Exterior Studio Space  
Kitchen  
Display Wall, Level 2  
Memorial Garden  
Veteran Meeting Room  
Terrace  
Community Event/Gallery Space, Level 2  
Entry & Lobby/Vestibule Veteran Display Area  
Building

**Naming Opportunities****Amount**

\$10,000  
\$10,000  
\$10,000  
\$10,000  
\$10,000  
\$15,000  
\$15,000  
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\$50,000  
\$75,000  
\$100,000  
\$125,000  
\$125,000  
\$150,000  
\$200,000  
\$300,000  
\$1,000,000

**Donor Name**

Hotchkin Family (Randy)  
Raffety Family (Howard)  
Dan and Joann Becker  
GreenState Credit Union

**Date Received**

05/15/2019  
09/18/2019  
11/20/2019  
01/28/2020