



Grinnell Hotel and Motel Tax Committee  
Tentative Agenda  
Tuesday, October 26, 2021  
**12:00 pm**  
City Hall Council Chambers and Via Zoom

Join Zoom Meeting

<https://zoom.us/j/93489953263?pwd=a2hZTWk3a2N5R01FRDdnWmFPcEdKZz09>

Meeting ID: 934 8995 3263

Passcode: 239015

One tap mobile

+19292056099,,93489953263#,,,,\*239015# US (New York)

+13017158592,,93489953263#,,,,\*239015# US (Washington DC)

Dial by your location

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+1 346 248 7799 US (Houston)

Meeting ID: 934 8995 3263

Passcode: 239015

Find your local number: <https://zoom.us/u/afd7V3V2l>

Roll Call:

Becker \_\_\_ Manatt \_\_\_ Nowasell \_\_\_ Smith \_\_\_ Spriggs \_\_\_ White \_\_\_ Wright \_\_\_

1. Call Meeting to Order
2. Approve Agenda
3. Approve minutes from September 14, 2021.
4. Monthly Budget Report
  - Current Hotel/Motel Tax Fund Balance - \$138,876.95
  - Review Hotel/Motel Tracking Revenue
5. Discuss FY23 Budget.

6. Consider financial assistance requests from Grinnell Chamber of Commerce:
  - Central Iowa Tourism Region (CITR) ad - \$375 to CITR and \$150 to the Chamber.
7. Grinnell Area Arts Council update.
8. Consider banner designs.
9. Recommendation to hold the November/December meetings on December 14, 2021.
10. Inquiries
11. Adjournment

Grinnell Hotel and Motel Tax Committee  
Minutes  
Tuesday, September 14, 2021  
City Hall Council Chambers and Via Zoom

<https://zoom.us/j/95561572841?pwd=QzJSSIVxLORPYmJyNOVpWmd6TCs5dz09>

Roll Call: Becker, Manatt, Nowasell, White, Wright. Absent: Smith, Spriggs.

Also present were Mayor Agnew, Rachael Kinnick, Ben Latimer (via Zoom), Russ Behrens and Ann Wingerter.

1. Nowasell called the meeting to order at 12:00 p.m.
2. White made the motion, second by Wright to approve the agenda. AYES: 5-0. Motion carried.
3. Wright made the motion, second by White to approve the minutes from May 25, 2021. AYES: 5-0. Motion carried.
4. The minutes from July 27, 2021, were reviewed only as there was no quorum. No action was taken.
5. White made the motion, second by Wright to appoint Paul Nowasell as the Committee Chair and Dustin Smith as Vice Chair for this fiscal year. AYES: 5-0. Motion carried.
6. The monthly budget report and the Hotel/Motel tracking revenue were reviewed. No action was taken.
7. Consider financial assistance requests from Grinnell Chamber of Commerce:
  - Becker made the motion, second by Manatt to approve the additional funds of \$211.00 for the welcome banner for the Iowa Firefighters Convention. AYES: 5-0. Motion carried.
  - Wright made the motion, second by White to approve payment of the Central Iowa Tourism Region (CITR) annual membership dues of \$150.00. AYES: 5-0. Motion carried.
  - White made the motion, second by Becker to approve payment of \$1,000.00 for the lowans United Video. AYES: 5-0. Motion carried.
8. The request to contribute to the TT Cranny Field Renovation Project will be carried over to the October 26, 2021, meeting. No action was taken.
9. Ben Latimer provided some updated banner designs. The committee provided feedback on the banner designs. He will have some more designs drawn up to present to the committee. No action was taken.

10. There were no inquiries.

11. White made the motion, second by Wright to adjourn the meeting at 12:27 p.m.

Respectfully submitted by  
Ann Wingerter, Secretary for the Committee

CITY OF GRINNELL  
 APPROVED BUDGET REPORT  
 AS OF: OCTOBER 31ST, 2021

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

|   | 2018-2019<br>ACTUAL | 2019-2020<br>ACTUAL | 2020-2021<br>ACTUAL | (-----<br>CURRENT<br>BUDGET | 2021-2022<br>Y-T-D<br>ACTUAL | (-----<br>REESTIMATED<br>BUDGET | 2022-2023<br>APPROVED<br>BUDGET |
|---|---------------------|---------------------|---------------------|-----------------------------|------------------------------|---------------------------------|---------------------------------|
| <b>REVENUES</b>   |                     |                     |                     |                             |                              |                                 |                                 |
| 145-3.550.2.4400 H/M - FEDERAL GRANT  | 0                   | 0                   | 9,248               | 0                           | 0                            | 0                               | 0                               |
| 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  | 13,605              | 0                   | 0                   | 0                           | 0                            | 0                               | 0                               |
| 145-3.550.2.4780 H/M - OTHER MISC REVENU<br>SALE OF TREES                                       | 2,756               | 4,806               | 5,579               | 500                         | 0                            | 500                             | 500                             |
| 145-3.550.4.4085 H/M - TAX DISTRIBUTION   | 399,590             | 320,185             | 221,575             | 300,000                     | 73,870                       | 300,000                         | 300,000                         |
| 145-3.550.4.4300 H/M - INTEREST EARNED  | 2,239               | 1,330               | 1,010               | 800                         | 216                          | 800                             | 800                             |
| <b>TOTAL REVENUES</b>   | <b>418,190</b>      | <b>326,321</b>      | <b>237,411</b>      | <b>301,300</b>              | <b>74,086</b>                | <b>301,300</b>                  | <b>301,300</b>                  |
| <b>EXPENDITURES</b>   |                     |                     |                     |                             |                              |                                 |                                 |
| <b>SALARIES &amp; WAGES</b>   |                     |                     |                     |                             |                              |                                 |                                 |
| 145-4.550.1.6010 H/M - SALARIES   | 18,648              | 20,644              | 19,045              | 19,400                      | 4,876                        | 19,400                          | 19,400                          |
| 145-4.550.1.6020 H&M - PART TIME SALARIE  | 4,649               | 54                  | 0                   | 5,550                       | 0                            | 5,550                           | 5,550                           |
| 145-4.550.1.6040 H&M - OVERTIME SALARIES  | 0                   | 143                 | 1,133               | 150                         | 57                           | 150                             | 150                             |
| 145-4.550.1.6050 H&M - TEMP PAY<br>TEMP AGENCY  | 2,200               | 5,617               | 9,867               | 20,000                      | 8,122                        | 20,000                          | 20,000                          |
| <b>TOTAL SALARIES &amp; WAGES</b>   | <b>25,498</b>       | <b>26,458</b>       | <b>30,045</b>       | <b>45,100</b>               | <b>13,055</b>                | <b>45,100</b>                   | <b>45,100</b>                   |
| <b>EMPLOYEE BENEFIT COSTS</b>   |                     |                     |                     |                             |                              |                                 |                                 |
| 145-4.550.1.6110 H&M - FICA   | 1,690               | 1,488               | 1,381               | 1,922                       | 358                          | 1,922                           | 1,922                           |
| 145-4.550.1.6130 H&M - IPERS  | 1,931               | 1,472               | 1,837               | 2,465                       | 392                          | 2,465                           | 2,465                           |
| <b>TOTAL EMPLOYEE BENEFIT COSTS</b>   | <b>3,621</b>        | <b>2,961</b>        | <b>3,217</b>        | <b>4,387</b>                | <b>750</b>                   | <b>4,387</b>                    | <b>4,387</b>                    |
| <b>STAFF DEVELOPMENT</b>  |                     |                     |                     |                             |                              |                                 |                                 |
| 145-4.550.1.6210 H&M - DUES, MBRSPS   | 1,142               | 1,165               | 0                   | 2,000                       | 0                            | 2,000                           | 2,000                           |
| <b>TOTAL STAFF DEVELOPMENT</b>  | <b>1,142</b>        | <b>1,165</b>        | <b>0</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<br>REBATE TO GRINNELL CTR LLC                          | 75,843              | 54,257              | 29,822              | 35,000                      | 0                            | 35,000                          | 35,000                          |
| 145-4.550.2.6421 H&M - CONSULTATION & PR  | 0                   | 32,506              | 0                   | 0                           | 0                            | 0                               | 0                               |
| <b>TOTAL CONTRACTUAL SERVICES</b>   | <b>75,843</b>       | <b>86,763</b>       | <b>29,822</b>       | <b>35,000</b>               | <b>0</b>                     | <b>35,000</b>                   | <b>35,000</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<br>TREES/FLOWERS OTHER DWTN                            | 14,841              | 12,478              | 28,304              | 25,000                      | 1,971                        | 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<br>BEG RETIRING CONTRIBUTION<br>PUBLIC ART INITIATIVE  | 13,040              | 10,616              | 0                   | 7,500                       | 0                            | 7,500                           | 7,500                           |
| 145-4.550.2.6526 H&M - PROJ DEV/OTHER EX<br>CBD RECRUITMENT DWTN ONLY<br>EVENT RECRUITMENT/HOST | 14,838              | 1,928               | 0                   | 10,000                      | 1,500                        | 10,000                          | 10,000                          |

CITY OF GRINNELL  
 APPROVED BUDGET REPORT  
 AS OF: OCTOBER 31ST, 2021

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

|  | 2018-2019<br>ACTUAL | 2019-2020<br>ACTUAL | 2020-2021<br>ACTUAL | (-----<br>CURRENT<br>BUDGET | 2021-2022<br>Y-T-D<br>ACTUAL | (-----<br>REESTIMATED<br>BUDGET | 2022-2023<br>APPROVED<br>BUDGET |
|--|---------------------|---------------------|---------------------|-----------------------------|------------------------------|---------------------------------|---------------------------------|
| 145-4.550.2.6527 H&M - FEES/OTHER EXP    | 37,391              | 32,970              | 979                 | 12,000                      | 1,315                        | 12,000                          | 12,000                          |
| CVB SERVICES                             |                     |                     |                     |                             |                              |                                 | 0                               |
| PROJECTS/PROMOTIONS                      |                     |                     |                     |                             |                              |                                 | 9,300                           |
| OTHER PROMOTIONS, MTGS ETC               |                     |                     |                     |                             |                              |                                 | 2,000                           |
| MUSIC LICENSE FEE                        |                     |                     |                     |                             |                              |                                 | 700                             |
| 145-4.550.2.6528 H&M - MINI-GRANT AWARDS | 1,500               | 1,500               | 0                   | 0                           | 0                            | 0                               | 0                               |
| 145-4.550.2.6529 H&M - GRINNELL FIREWORK | 12,500              | 0                   | 13,000              | 13,500                      | 0                            | 13,500                          | 13,500                          |
| 145-4.550.2.6530 H&M - FIRE CONVENTION   | 20,000              | 20,000              | 0                   | 0                           | 0                            | 0                               | 0                               |
| 2ND YEAR CONTRIBUTION                    |                     |                     |                     |                             |                              |                                 | 0                               |
| TOTAL COMMODITIES                        | <u>114,110</u>      | <u>79,491</u>       | <u>42,282</u>       | <u>68,050</u>               | <u>4,786</u>                 | <u>68,050</u>                   | <u>68,050</u>                   |
| <b>CAPITAL OUTLAY</b>                    |                     |                     |                     |                             |                              |                                 |                                 |
| 145-4.550.3.6727 H&M - PROJECTS          | 46,013              | 68,443              | 4,783               | 10,000                      | 0                            | 10,000                          | 10,000                          |
| CENTRAL EVENTS/ENTERTAINMENT             |                     |                     |                     |                             |                              |                                 | 5,000                           |
| HOLIDAY LGTS (CENTRAL PARK)              |                     |                     |                     |                             |                              |                                 | 5,000                           |
| HWY 146 ENHANCEMENTS                     |                     |                     |                     |                             |                              |                                 | 0                               |
| TOTAL CAPITAL OUTLAY                     | <u>46,013</u>       | <u>68,443</u>       | <u>4,783</u>        | <u>10,000</u>               | <u>0</u>                     | <u>10,000</u>                   | <u>10,000</u>                   |
| <b>TOTAL EXPENDITURES</b>                | <u>266,228</u>      | <u>265,281</u>      | <u>110,150</u>      | <u>164,537</u>              | <u>18,591</u>                | <u>164,537</u>                  | <u>164,537</u>                  |
| REVENUE OVER/ (UNDER) EXPENDITURES       | 151,962             | 61,040              | 127,262             | 136,763                     | 55,495                       | 136,763                         | 136,763                         |

CITY OF GRINNELL  
 APPROVED BUDGET REPORT  
 AS OF: OCTOBER 31ST, 2021

145-HOTEL/MOTEL TAX - SPC REV  
 TRANSFER

|  | 2018-2019<br>ACTUAL | 2019-2020<br>ACTUAL | 2020-2021<br>ACTUAL | (-----<br>CURRENT<br>BUDGET | 2021-2022<br>Y-T-D<br>ACTUAL | (-----<br>REESTIMATED<br>BUDGET | 2022-2023<br>APPROVED<br>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          | 132,961             | 238,452             | 112,500             | 142,500                     | 0                            | 142,500                         | 142,500                         |
| GEN FUND TRANS                           |                     |                     |                     |                             |                              |                                 | 37,500                          |
| EMS - 001                                |                     |                     |                     |                             |                              |                                 | 25,000                          |
| VETERANS MEMORIAL BLDG- 002              |                     |                     |                     |                             |                              |                                 | 25,000                          |
| SPORTS AUTHORITY - 009                   |                     |                     |                     |                             |                              |                                 | 25,000                          |
| COMMUNITY DEVELOP SVCS - 105             |                     |                     |                     |                             |                              |                                 | 30,000                          |
| TOTAL TRANSFERS                          | <u>132,961</u>      | <u>238,452</u>      | <u>112,500</u>      | <u>142,500</u>              | <u>0</u>                     | <u>142,500</u>                  | <u>142,500</u>                  |
| TOTAL EXPENDITURES                       | <u>132,961</u>      | <u>238,452</u>      | <u>112,500</u>      | <u>142,500</u>              | <u>0</u>                     | <u>142,500</u>                  | <u>142,500</u>                  |
| REVENUE OVER/ (UNDER) EXPENDITURES       | ( 132,961)          | ( 238,452)          | ( 112,500)          | ( 142,500)                  | 0                            | ( 142,500)                      | ( 142,500)                      |
| FUND TOTAL REVENUE                       | 418,190             | 326,321             | 237,411             | 301,300                     | 74,086                       | 301,300                         | 301,300                         |
| FUND TOTAL EXPENDITURES                  | <u>399,189</u>      | <u>503,733</u>      | <u>222,650</u>      | <u>307,037</u>              | <u>18,591</u>                | <u>307,037</u>                  | <u>307,037</u>                  |
| REVENUE OVER/ (UNDER) EXPENDITURES       | 19,001              | ( 177,412)          | 14,762              | ( 5,737)                    | 55,495                       | ( 5,737)                        | ( 5,737)                        |

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

| Quarter      | FY 15-16            | FY 16-17            | FY 17-18            | FY 18-19            | FY 19-20            | FY 20-21            | FY 21-22    |
|--------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|-------------|
| 2nd          | \$90,131.93         | \$95,828.25         | \$104,494.18        | \$116,962.66        | \$105,602.77        | \$73,907.96         | \$73,870.02 |
| 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         | \$34,398.98         |             |
| <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>\$221,575.13</b> |             |

I recently spoke with the owners of three of Grinnell's most successful hotels. All indicated that business so far in the 3<sup>rd</sup> quarter of FY 21-22 was trending in the right direction until the past weeks. It appears that the Delta variant and our low vaccination numbers are starting to impact occupancy rates in a negative manner. Our revenue forecasts for FY 21-22 were based on the presumption that vaccines would be widely available and an incorrect assumption that we would achieve 70% vaccination rates in Iowa and nationally.

Our re-estimated revenue forecast for FY 20-21 was \$206,600 and we ended the year at \$221,575. Our pre-COVID original revenue forecast for FY 20-21 was \$401,500. Our revenue forecast for FY 21-22 is \$301,300. I believe that due to low vaccination rates, the existence of the Delta variant, and available information we are unlikely to reach \$301,300.

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, actual revenue \$221,575.13 (-\$179,924.87).

Let's assume revenue in FY 21-22 might have been \$400,000 except for COVID impacts and re-estimate the FY 21-22 revenue at \$250,000. (-\$150,000)

Cumulative revenue shortfall from downward trend after exceptional FY 18-19 revenue and COVID-19 pandemic impacts for FY 19-20, FY 20-21, and FY 21-22 is \$443,040.04.

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The silver lining – I have to believe the worst is behind us, we are still collecting a significant amount of revenue, and most importantly all of our hotels are still open.



October 20, 2021



Ann Wingerter  
City of Grinnell  
520 4th Avenue  
Grinnell, IA 50112

Dear Ann,

The Grinnell Area Chamber of Commerce asks the Grinnell Hotel/Motel Committee to fund a ¼ page ad in the 2022 Central Iowa Tourism Guide. Grinnell and this committee have run a ¼ page ad in this publication every year for the last few years. This ad usually runs alongside the Grinnell information. The Chamber seeks \$375 to cover the cost of the ad (to be paid directly to CITER in early 2022) and \$150 for ad design and management (to be paid directly to the Chamber) for a total of \$525.

If you have any questions or need additional information, please feel free to contact me at [kendra@getintogrinnell.com](mailto:kendra@getintogrinnell.com) or call 641-236-6555 ahead of next Tuesday's meeting. We will be at staff training and unable to attend the meeting in person or virtually. Thank you for your consideration of this request.

Regards,

Kendra Vincent  
Member Engagement Coordinator  
Grinnell Area Chamber of Commerce



SIDE A  
< STREET

SIDE B  
STREET >

OPTION 1 - Black and PMS 3415 Green printed on Sunbrella Sunflower banner material



SIDE A  
< STREET

SIDE B  
STREET >

OPTION 2 - Full color print (matching various PMS colors) with Blue background on White banner material



SIDE A  
< STREET

SIDE B  
STREET >

OPTION 3 - Full color print (matching various PMS colors) with Green background on White banner material

TYPICAL VIEW  
scale: (3/4" = 1')

**!** **NOTE:** When printed on the Sunbrella Sunflower banner material, the lighter yellow logo colors will not print. ASI has slightly modified the logo to accommodate.

**Client**  
City of Grinnell

**Location**  
\_Default

**Project**  
Exterior Light Pole Banners

**Sales Rep**  
Ben Latimer

**Drawn by**  
Ashley LaRue

**Date - Task**  
04.27.21 - no task adjustments made during zoom

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

**Revision**  
10.19.21 bll - color options with chosen design





SIDE A  
< STREET

SIDE B  
STREET >

OPTION 4 - Full color print (matching various PMS colors) with Black background on White banner material



SIDE A  
< STREET

SIDE B  
STREET >

OPTION 5 - Full color print (matching various PMS colors) with Orange background on White banner material

TYPICAL VIEW  
scale: (3/4" = 1')

**NOTE:** When printed on the Sunbrella Sunflower banner material, the lighter yellow logo colors will not print. ASI has slightly modified the logo to accommodate.

**Client**  
City of Grinnell

**Location**  
\_Default

**Project**  
Exterior Light Pole Banners

**Sales Rep**  
Ben Latimer

**Drawn by**  
Ashley LaRue

**Date - Task**  
04.27.21 - no task adjustments made during zoom

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

**Revision**  
10.19.21 bll - color options with chosen design

